CHAPTER - III  
STATUS OF HANDLOOM INDUSTRY

Man has been living on this planet for more than 25,000 years and has been on a continuous struggle to protect himself from natural vagaries and keep himself alive. Nature itself makes man learns to protect his body by covering, that is, in a sense, nature teaches man to wear clothes. The primitive man used to wear robes made of animal skin or thickly twigged leaves and he was not habituated to use clothes. As days passed man’s desires have increased and man’s faculties have got widened. Besides, nature which is endowed with treasures of awesome knowledge and wisdom has learnt man great knowledge, who in turn has disclosed the secrets of the nature. As a result there has been a rapid growth of civilization, which might be basically the habituation to cover their body by clothing.

Clothing which is one of the basic needs of man has got its own historical development and the Indian hand woven fabrics have got importance. In this regard, glimpses of progress and status of Indian handloom industry is discussed in this chapter.

3.1 INDIAN HANDLOOMS

Indian hand woven fabrics have been known since time immemorial. Poets of the Mughal durbar likened our muslins to baft hawa (woven air), aye rawan (running water) and shabnam (morning dew). A tale runs that Emperor Aurangzeb had a fit of rage when he one day saw his daughter princess Zeb-un-Nissa clad in almost nothing. On being severely rebuked, the princess explained that she had not one but seven jamahs (dresses) on her body. Such was the fineness of the hand woven fabrics.

3.1.1 HISTORICAL EVIDENCE

The Hindu epics such as the 'Ramayana' and the "Mahabharata" as well as "Buddhist" sources, chant in detail the processes and uses of handloom fabrics. The history of the handloom industry in India could be backed back to hoary part of dates back to the Epic times and it is reported to have been in a highly developed stage even then. In the 'Vedas and the "Puranas" there are innumerable references to the exquisite
qualities and wide range of fabrics worn by the Gods, Kings said to have been very much fascinated by the exotic designs and textures of fabric work, by women on the earth, and there are stories of such Gods falling in love with mortal ladies by their dress.

"Kalidas" has describeduptial customers as "Hamsa Chihita Dokoolo" of swan like wear. "Bana Bhatt," great poet in his work at many places has referred in detail to the artistic weaving of valuable cloth and contemporary elegance by mentioning garments made of extra fine thread.

In Kautilya’s “Arthasastra” the duties of Sutradyaksha, a sort of sartorial officer have been described in great detail. In "Shukranti" too these are in mention of "Vastrya" an officer who looked after the demand and silken fabrics, in the market, kept an eye on the production of cloth manufacturing material and arranged for their collection of necessary sartorial information.

The famous 'Ajanta Wall Paintings' of the 5th, 8th Centuries A.D, provided an invaluable record of the refined nature of the Indian-Textile Industries of the time. The cave frescoes clearly depict dancers, nobles, servants and musicians clothed in coin loom cloths and blouses, most probability patterned by the resist techniques of printing, tie and dye and ikat as well as brocade weaving.

Though India was famous even in ancient times as an exporter of textiles to most parts of the civilized world, few actual fabrics of the early dyed or printed cottons have survived. This it is explained is due to a hot moist climate and the existence of the monsoons in India. It is not surprising; therefore, that Egypt which has an exceptionally dry climate would provide evidence which India lacks. The earliest Indian fragment of cloth (before the Christian era) with a hansa (swan) design was excavated from a site near Cairo where the hot dry sand of the desert acted as a preservative.

The last 100 years have witnessed the growth of mechanised textile production internationally. In part due to competition, handloom has lost much of its market and is almost non-existent in most countries. However, handlooms are still a force to reckon
within India and some other Asian countries such as Srilanka, Bangladesh, Thailand, and Cambodia.

Later, fragments of finely woven and madder-dyed cotton fabrics and shuttles were found at some of the excavated sites of Mohanjodaro (Indus valley civilization). Indian floral faints, dating back to the 18th century AD were covered by Sir Aural Stein in the icy waters of Central Asia. The evidence shows that of all the arts and crafts of India, traditional handloom textiles are probably the oldest 1.

Though it employs the largest number of people, the handloom sector is considered a sunset industry, and there is an air of inevitability given the relentless march of mechanisation, modernisation and sophistication. Still, there are many advocates of handloom for reasons including ideology, philosophy, sheer love for handloom products and economic arguments. However, irrespective of the policies, projects and aspirations arising out of various quarters, the handloom sector is undergoing changes, that are showing impact on the livelihoods of handloom weavers 2.

3.1.2 THE INDIAN HERITAGE

In the world of handlooms, there are Madras checks from Tamil Nadu, ikats from Andhra and Orissa, tie and dye from Gujarat and Rajasthan; brocades from Banaras, jacquards form Uttar Pradesh, Daccai from West Bengal, and phulkari from Punjab. Despite this regional distinction there has been a great deal of technical and stylistic exchange.

The famous Coimbatore saries have developed while imitating the Chanderi pattern of Madhya Pradesh. Daccai saries are now woven in Bengal, no Dhaka. The Surat tanchoi based on a technique of satin weaving with the extra weft floats that are absorbed in the fabric, itself has been reproduced in Varanasi. Besides its own traditional weaves, there is hardly any style of weaving that Varanasi cannot reproduce. The Baluchar technique of plain woven fabric brocaded with untwisted silk thread, which began in Murshidabad district of West Bengal, has taken root in Varanasi. Their craftsmen have also borrowed the Jamdhani technique.
The states of Kashmir and Karnataka are known for their mulberry silk. India is the only country in the world producing all four commercially known silks - mulberry, tasser (tussore), eri and muga. Now gaining popularity in the U.S.A. and Europe tasser is found in the remote forests of Bihar, Madhya Pradesh, Orissa, West Bengal, Andhra Pradesh and Uttar Pradesh. Another kind of raw silk is eri. Eri is soft, dull and has wool like finish.

The ikats come from Andhra Pradesh, Orissa and Gujarat. The ikat technique in India is commonly known as patola in Gujarat, bandha in Orissa, pagdu, bandhu, buddavasi and chitki in Andhra Pradesh. In the ikat tie and dye process, both form the designs in various colors on the fabric either by the warp threads or the weft threads or. The threads forming the design are tied and dyed separately to bring in the desired color and. the simple interlacement of the threads produces the most intricate designs, which appear only in the finished weaving. The Orissa ikat is a much older tradition that Andhra Pradesh or Gujarat, and their more popular motifs as such are a stylized fish and the rudraksh bead. Here the color is built up thread by thread. In fact, Orissa ikat is known now as yarn tie and dye. In Andhra Pradesh, they bunch some threads together and tie and dye and they also have total freedom of design.

Some say that ikat was an innovative technique, first created in India, which was later carried to Indonesia, the only other place in the world with a strong ikat tradition.

3.2 HANDLOOM SECTOR IN THE ECONOMY

While the weavers face a dismal situation for their livelihood, there is a large market for India’s handloom products both domestically and internationally. Handloom production has significant contribution to the national GDP and export earnings.

The handloom sector provides employment for an estimated 12.5 million people and is the largest rural employment provider next to agriculture, generating jobs also in semi-urban and urban areas of India. According to surveys conducted by NGOs, the
country has more than 38,00,000 handlooms. In North-Eastern States, there are more than 15,00,000 domestic handlooms. Handlooms in north India and south India are geared for commercial production, for domestic market and also exporting their products abroad. The data depicted in the following table, reveals the state-wise total number of handlooms.

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>State</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Andhra Pradesh</td>
<td>228007</td>
</tr>
<tr>
<td>2</td>
<td>Arunachal Pradesh</td>
<td>30134</td>
</tr>
<tr>
<td>3</td>
<td>Assam</td>
<td>1259878</td>
</tr>
<tr>
<td>4</td>
<td>Bihar</td>
<td>45424</td>
</tr>
<tr>
<td>5</td>
<td>Chattisgarh</td>
<td>10130</td>
</tr>
<tr>
<td>6</td>
<td>Delhi</td>
<td>2977</td>
</tr>
<tr>
<td>7</td>
<td>Goa</td>
<td>14</td>
</tr>
<tr>
<td>8</td>
<td>Gujarat</td>
<td>21350</td>
</tr>
<tr>
<td>9</td>
<td>Haryana</td>
<td>5076</td>
</tr>
<tr>
<td>10</td>
<td>Himachal Pradesh</td>
<td>47901</td>
</tr>
<tr>
<td>11</td>
<td>Jammu &amp; Kashmir</td>
<td>20773</td>
</tr>
<tr>
<td>12</td>
<td>Jharkhand</td>
<td>26718</td>
</tr>
<tr>
<td>13</td>
<td>Karnataka</td>
<td>71238</td>
</tr>
<tr>
<td>14</td>
<td>Kerala</td>
<td>32093</td>
</tr>
<tr>
<td>15</td>
<td>Madhya Pradesh</td>
<td>12882</td>
</tr>
<tr>
<td>16</td>
<td>Maharashtria</td>
<td>38985</td>
</tr>
<tr>
<td>17</td>
<td>Manipur</td>
<td>425580</td>
</tr>
<tr>
<td>18</td>
<td>Nagaland</td>
<td>81827</td>
</tr>
<tr>
<td>19</td>
<td>Orissa</td>
<td>104676</td>
</tr>
<tr>
<td>20</td>
<td>Pondicherry</td>
<td>3155</td>
</tr>
<tr>
<td>21</td>
<td>Punjab</td>
<td>5956</td>
</tr>
<tr>
<td>22</td>
<td>Rajasthan</td>
<td>37348</td>
</tr>
<tr>
<td>23</td>
<td>Tamil Nadu</td>
<td>319600</td>
</tr>
<tr>
<td>24</td>
<td>Tripura</td>
<td>137669</td>
</tr>
<tr>
<td>25</td>
<td>Uttar Pradesh</td>
<td>221127</td>
</tr>
<tr>
<td>26</td>
<td>Uttaranchal</td>
<td>9077</td>
</tr>
<tr>
<td>27</td>
<td>West Bengal</td>
<td>270911</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>3470506</strong></td>
</tr>
</tbody>
</table>

Source: Parliament 06.03.2007
Developed by Nagesh Bhushan

The data shows that the state of Assam occupies the first place with the largest number of handlooms (12, 59,878) and with a wide variation Manipur follows in second position with a total number of 425580 handlooms. Next comes Tamil Nadu, where there are 319600 handlooms. Every one of the states of Andhra Pradesh (228007), Orissa (104670), Tripura (137669), Uttar Pradesh (221127) and West Bengal (27091) are the other states, possessing more than one lack handlooms. Goa is the state which has the least number of handlooms (14). From this it can be understood, that handloom industry
has got greatly diffused to greater length and breadth of the country and has become the
major or primary source of livelihood for the poor in India.

### Table 3.2

<table>
<thead>
<tr>
<th>Production of Fabrics (million sq mtrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mill sector</td>
</tr>
<tr>
<td>Power looms (inc. Hosiery)</td>
</tr>
<tr>
<td>Handloom</td>
</tr>
<tr>
<td>Others</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

| Mill sector             | 3.7     | 3.6     | 3.4     | 3.4     | 3.3     | 3.3     | 3.2     | 3.3             |
| Power looms (inc. Hosiery) | 76.7    | 80.6    | 82.1    | 82.5    | 82.8    | 83.1    | 83.1    | 83.0            |
| Handlooms              | 18.0    | 14.2    | 13.0    | 12.6    | 12.3    | 12.2    | 12.4    | 12.3            |
| Others                 | 1.5     | 1.6     | 1.6     | 1.5     | 1.6     | 1.4     | 1.4     | 1.4             |
| Total                  | 100.0   | 100.0   | 100.0   | 100.0   | 100.0   | 100.0   | 100.0   | 100.0           |


The table gives the details regarding production of fabrics from all sectors from 2001-02 to 2008-09 (upto February).

The table explains that the production of cloth has increased year by year during the given period. The highest percentage of the total cloth has been from powerlooms, which includes hosiery also, while the production of the cloth from handloom sector occupies second position. However the respective shares of all the sectors are more or less in equal percentages during the given period. Though the percentages of shares of the different sections are almost equal, to measuring in quantity, there has been gradual increase. The total production of the mill sector in 2001-02 was 1546 million square metres, which got increased to 1648 million sq.mtrs by 2008-09. Similarly, 32259 million sq.mtrs of cloth was produced on powerlooms in 2001-02, which increased to 41687 million sq.mtrs by 2008-09. With regard to the production of the cloth from handlooms there has been fluctuating trend. It was 7585 million sq.mtr in 2001-02 but decreased to 5493 million sq.metres in 2003-04, again increased to 6947 million sq.meters in 2007-08 and again decreased to 6947 million sq.meters. The production of other type of cloth got increased from 1.5 million sq.mtrs in 2001-02 to 1.6 million sq.mtrs by 2005-06, experienced fluctuations and stood at 704 million sq.meters in the year 2008-09.
3.3 PROGRESS OF HANDLOOM INDUSTRY DURING FIVE-YEAR PLANS

Handloom Industry in India has flourished as a cottage industry since ancient times. Having spread throughout the length and breadth of the country, the handloom industry has been a source of livelihood for millions of people. It has been prime and sole provider for around 12.5 million people to eke out livelihood and indirectly the allied occupations have been providing livelihood for many more millions of people. The share of handloom fabrics in providing the clothing requirements to the growing demand of the ever growing masses is quite remarkably significant, as its share almost occupies one-third of cloth production².

Since handloom industry has been playing prominent role in the economic lives of many more millions of people, Government of India took and has been taking several measures for the welfare and prosperity of the handloom weaver and for the development and prospects of the industry. Further, having comprehended the need for the improvement of the handloom industry, The Planning Commission right from its inception has paid considerable attention towards the development of the industry and towards the upliftment of the handloom weavers. To increase the production of consumer goods as much as possible through the household or hand industries to provide adequate market for the products is one of the basic objectives of the plans.

3.3.1 First Five Year Plan (1951-1956)

In the First Five Year Plan the development of weaving industry was treated as a conjunct to the development of agriculture. The emphasis was on maximum utilization of idle time, during the off-season for the agriculturists⁴. In this way the disguised unemployed labour can be absorbed for the development of village industries such as weaving etc. The production from the Handloom Industry was envisaged at 1,700 million yards as against 4,700 million yards for the entire textile industry. The actual achievement at the end of the First Five Year Plan was 1,358 million yards for the year 1955-56 where as it was only 843 million yards at the begin of the Plan. For this Plan an amount of Rs. 10,781 Lakhs was sanctioned for the handloom sector and 'the amount spent was Rs. 969.52 lakhs.
The Government of India had set up the Cottage Industries Board in 1948 with a Standing Committee to look after the interests of the handloom weavers. The Government of India created a handloom development fund of Rs. 10.00 lakhs in 1949 and placed it at the disposal of the Board for disbursement to State Governments as grants for approved handloom development schemes. The Government of India passed the Cotton Textiles (control) order prohibiting manufacture of certain varieties of cloth by textile mills and reserving production of the same exclusively by handlooms.

3.3.2 The Second Five Year Plan: (1956-61)

The Government of India launched the Second Five Year Plan on 1st April, 1956. An independent position was carried out for the development of this sector\(^5\). The primary objectives during this period were to extend work opportunities to raise progressively the standards of living of the weavers and bring about a more balanced and integrated rural-economy. The target of production from the handloom sector was fixed at 2,100 million yards by the end of Second Five Year Plan, 1960-61 in the total target of 8000 million yards from all the sectors of the textile industry\(^6\) and the achievement was 5.136 million yards by mills and 2,592 million yards by handlooms and powerlooms.

The total amount of out lay fixed by the Planning Commission for the Second Plan was Rs 36.50 crores and the total expenditure was amounted to Rs. 25.48 crores. In the Second Five Year Plan period the first Weavers Services Centre was started in Bombay in 1956. These Weavers Service Centres work with the main functions of research and service and training. All India Institutes of Handloom Technology were established at Selam and Varanasi in September 1956 to care the needs of Southern and Northern States.

The Karve Committee which was appointed to recommend the programme of development of weaving industry for the Second Plan suggested organisation of industrial co-operatives for the implementation of the whole programme. It also envisages regular programmes for transition of higher technology.
3.3.3 Third Five Year Plan: (1961-66)

In the Third Five Year Plan emphasis was on integration of Handloom Industry with the rural economy. The concept of rural industrialization was spell out, more significance was attached to positive forms, assistance such as improvement of skills, supply of technical guidance, better equipment and liberalised credit. It neglected the need to improve productivity of cloth on one hand and of the weavers on the other. The total requirements of cloth in 1965-66 had been taken at 8,450 million yards implying a per capita requirement of about 17.5 yards by the end of Third Five Year Plan. Out of the target of 8,450 million yards, 3,500 million yards were allocated as the share of decentralised sector. The All India Handloom Board fixed a target of 2,800 million yards for the handloom sector. The financial provision allotted for the development of Handloom Industry in the Third Five Year Plan was Rs. 34 crores for the States and Rs. 3 crores for the centrally sponsored schemes.

Exports of handloom goods increased from Rs. 5 crores in 1961-62 to about Rs. 12.6 crores in 1965-66. For making exports to non-traditional markets viz., Europe and U.S.A. compulsory inspection was carried for 152 lakh yards in 1963.

3.3.4 Annual Plans 1966-67; 1967-68; 1968-69

The problems created by external aggression from China and Pakistan in 1965, devaluation of rupee in 1966 resulted in postponing the Fourth Five Year Plan to 1969. At that time the Government spent the amounts yearly to handloom sector. An out lay of Rs. 4.90 crores was earmarked for the handloom sector in the three Annual Plans. The production of handloom cloth during these periods stood at 3,141 million metres; 3,150 million metres and 3,584 million metres respectively in 1966-67, 1967-68 and 1968-69. Exports of handloom products were at Rs. 82 crores in 1968-69.

3.3.5 Fourth Five Year Plan (1969-74)

In the Fourth Plan there had been a significant change in the basic approach towards the development of weaving industry in rural areas. The Ashok Mehta Committee (1968) critically reviewed the programmes of three types of industries and
Annual Plans of Planning Commission, 1966 and suggested an approach towards their development in the Fourth Plan. The objectives of the Plan were:

1. Social Objectives of providing employment.
2. The economic objectives of producing saleable articles.
3. Wider objective of creating self-reliance among the people and building up a strong rural community.

The Fourth Five Year Plan’s target of production of cloth from the decentralised sector was 4,250 million metres, whereas the actual production was 3,650 million metres by the end of the Plan resulting in short of 600 million metres. The exports of handloom fabrics surpassed the target to the extent of Rs. 17 crores as against the target of Rs. 15 crores. An outlay of Rs. 26.48 crores was envisaged for the development of Handloom Industry and the actual expenditure was Rs. 28.57 crores, which was in excess of Rs. 2.09 crores over the Plan out lay.

(A) Sivaraman Committee Report On the Problems of Handloom Industry

In the year December, 1973, the Government of India appointed Sivaraman Committee to make an indepth study of the problems of the Handloom Industry. The high power study team made an indepth enquiry into the various problems of the industry and suggested several measures.

(a) Provision of adequate quantities of yarn.
(b) Modernisation of handlooms where necessary to make production more efficient.
(c) Organisation of training.
(d) Organisation of credit required by the weavers.
(e) Arrangements for the marketing of not less than 50 per cent of the production and, if required by the weavers, 100 per cent of the production.
(f) Organisation of extension service for passing higher levels of technology in handlooms to weavers.
3.3.6 Fifth Five Year Plan (1974-79)

The main objectives of the programmes for the growth and development of small-scale industries in the Fifth Five Year Plan were to facilitate the removal of poverty and inequalities of consumption standards of large number of persons depending on the traditional industries like Handlooms, Khadi etc. They were aimed to increase the production of basic and essential articles for the masses.

The Fifth Plan financial outlays on Handloom Industry were Rs. 37.30 crores in the Central Sector and 62.62 crores in the State Sector totalling 99.92 crores. By the end of the Fifth Plan period 1979-80 the production in the handloom sector went up to 2,900 million metres and the employment coverage increased to 6.15 lakh persons. The exports from this industry rose to Rs 261 crores. By March 1980 (end of the Fifth Plan) of the 30.21 lakh handlooms in the country 13.17 lack looms had been brought under Co-operative fold. But the effective coverage was estimated at about 9.4 lakhs or 31 per cent as against the Fifth Plan target of 60 per cent 9.

In the field of exports this sector accurate for more than one-third of the total exports in the count. The production had gone up from 2.100 million yards in the year 1973 – 74 to 2.900 million yards in the year 1979 – 80 and exports increased from Rs. 77 crores to Rs. 261 crores during the 1974 – 80, plan period.

(A) The 20-Point Economic Programme—1975

The 20 Point Economic Programme was announced on 1 July 197510. The Ninth Point of the 20-Point Economic Programme dealt with the Handloom Industry. The main aim of the programme relating to Handloom Industry to rehabilitate the industry and to improve the lot of the weavers. The Plan for development of handloom involved:

(g) Maintenance of a raw materials bank to ensure a continuous supply of yarn, dyes and chemicals and (if necessary organisation of a suitable dyeing unit to support the production programme).
(i) Extension of coverage by handlooms co-operatives,
(ii) Intensive development of 5,000 to 10,000 handlooms each outside the co-operative fold in compact geographical areas; and
(iii) Setting up of a number of export oriented pilot production centres.

3.3.7 Sixth Five Year Plan (1980-85)

The Sixth Five Year Plan (1980-85) was launched by the Government with the foremost objective of removal of poverty. The programs for the development of village and small scale industries had been drawn to generate large scale employment opportunities on a decentralized and dispersed basis, to upgrade the existing levels of skills of artisans as well as quality of their products, and to set up production both for mass consumption and export.\textsuperscript{11} With more emphasis on the development of handlooms in the Sixth Five Year Plan, its production was envisaged to increase from 2,900 million metres in 1979-80 to 4,100 million metres by the end of the Plan in 1984-85\textsuperscript{12}. This delineated a growth rate of 7.2 per cent per year as against 5.2 per cent during the previous Plan.

The employment coverage in Handloom Industry was expected to go up from 61.5 lakh persons to 87 lakh persons in the Sixth Plan. In the export front, it was expected that the total handloom cloth exports would go up from Rs. 261 cores (Fifth Plan) to Rs. 370 crores over the Sixth Plan period.

The target for the Sixth Plan was to bring sixty per cent of the handlooms under effective Co-operative coverage. By the end of 1982-83 about 16.8 lakh handlooms had been brought into the co-operative fold\textsuperscript{13}.

In addition to the Co-operativisation of handlooms the main, thrust of the developmental programmes could be on augmenting the supply of raw materials, credit and marketing of the products, increasing the productivity through modernisation and renovation of looms. Strengthening the technical extension systems for improving the quality and design for handloom products. About 15,000 looms were modernised during each of the years i.e. in 1981-82 and 1982-‘83. In this Sixth Plan a new Institute of
Handloom Technology was established at Gauhati to cater to the needs of North Eastern Region.

The financial outlay for the Handloom Industry in the Sixth Five Year Plan 1980-85 was Rs. 310.93 crores in the total outlay of Rs. 1,780.45 crores for the entire village and small-scale industries.

3.3.8 Seventh Five Year Plan (1985-90)

The strategy for the Seventh Plan for the development of the handloom sector would draw its strength from the Textile policy announced in June 1985 which envisaged that in the weaving sector the distinct and unique role of the handloom sector should be preserved and that the growth and development of this sector should receive priority. The Seventh Five Year Plan laid emphasis on co-operativisation and development of handlooms through Central/State level corporations, modernisation of looms and provision of technological inputs, ensure adequate availability of yarn and other raw materials, increase the production of mixed and bounded fabrics on handloom design, support to improve the competitiveness of the product so as to eliminate the cost handicap of the handlooms Vis-a-Vis powerlooms, improve marketing and infrastructure support and strengthen the data base. Reservation would continue under Handloom (Reservation of Articles for Production) Act, 1985. The Provision of the Act would be enforced and the machinery for this purpose suitably strengthened. New spindleage would be installed in co-operative sector to the extent possible to improve the welfare of the handloom weavers. A contributory thrift fund scheme and workshed-cum-housing scheme would be taken up in the Seventh Plan.

The target of production of handloom cloth had been placed at 4600 million metres and additional employment to be generated had been estimated at 23.47 lakh persons for the Seventh Plan. Exports of Handloom fabrics and products would increase from Rs. 348.86 crores to Rs. 485 crores.\textsuperscript{14}
(A) The Abid Hussain Committee Report On Handloom Industry

The Government of India appointed The Abid Hussain Committee in the year 1988. The main aim of the appointment of the Committee was to analysis the problems arisen in the industry after the announcement of 1985, Textile policy, which was announced in May 1988. The Committee submitted its report in January, 1990. The basic conclusion that the Committee arrived at in that the 1985 Textile policy was anchored on the right principles and that many problems facing the Textile Industry. The Committee felt that the 1985 Textile policy did not address itself adequately to the institutional, financial and other required to achieve the objectives it had set itself. The Committee recognised that the labour employed in industry is handloom workers, powerloom workers or factory workers would face serious dislocation as a result of any restructuring or modernisation process.

The Committee suggested opening new institutions like Apex Cotton Development and Technology, area based Textile Restructuring Asset Trust (TRATS), Apex Textile Restructuring Agency (ATRA) area based Handloom Promotion Agencies., National Handloom Development Authority, Powerloom Area Development Corporations. Labour Enforcement and Welfare Agency as a subsidiary of the Powerloom Area Development Corporation etc.

3.3.9 Eighth Five Year Plan (1992-97)

In the Seventh Five Year Plan, there was a shortage of handloom cloth production. The Five Year Plan was mainly favourable to large scale sector and powerlooms. At the same time, the exports of the handloom cloth production declined. As a result of this more number of the weavers lost their employment at the same time there was decline in the number of commercial handlooms by 9 lakhs from 38.9 lakhs in the Seventh Five Year Plan period. The Janata Cloth subsidy had been raised from Rs. 2.75 per sq. metre to Rs. 3.40 per sq. metre. From July, 1990 there had been a shortfall of production of Janatha cloth which was meant for distribution to weaker sections of the society. In the year, 1991
two new schemes were taken up i.e., one relating to the procurement of handloom products from North East and the other relating to handloom export development. 

3.3.10 Ninth Five Year Plan (1997-2002)

During Ninth Five Year Plan period the Government of India adopted a good number of development schemes to develop the handloom industry in India. During the Ninth Five Year Plan the handloom industry assigned an increasingly important role. An outlay of rupees.2768.19 crore was envisaged during the plan. The major thrust of the plan was setting up of additional spinning capacity to bring 80 per cent or more of handlooms under effective co-operative coverage, increasing productivity through modernization and innovation of looms, strengthening the technical extension system for improving the quality and design of handloom products.

3.3.11 Tenth Five Year Plan (2002-2007)

The handlooms sector was facing a number of problems like obsolete technology and traditional production techniques, high price of hank yarn, inadequate availability of inputs like standardised dyes and chemicals in small packs, lack of new designs, inadequate training for up-gradation of skills etc, and inadequate marketing intelligence and feedback. Besides, it had suffered weak financial base of the weavers and bureaucratisation/politicisation of cooperatives. In these circumstances the government of India launched Tenth Five Year Plan with the following initiatives.

- Ensure better access to inputs like yarn, dyes, and chemicals, design and credit.
- Creation of a brand identity and positioning in International market.

As part of marketing support, financial support is provided to handloom organisations to participate in exhibition/melas.

A Group Insurance Scheme, Health Package Scheme, Thrift Fund Scheme and Workshed-cum-Housing scheme etc, are being implemented as welfare measures and provide better working conditions to handloom weavers.
Under the Zero-based-budgeting exercise, the number of schemes under handloom subsection has been reduced from 19 in the Ninth Plan to eight in the Tenth Plan. This exercise has made the schemes more focussed.

During Ninth Five Year Plan achievements in production of handloom cloth in 1997-98 was 6792 M.Sq.M but decreased to 7506 M.Sq.M in 2000-01 and again increased to 7579 M.Sq.M in 2001-02. Employment potentiality remained stable with 12.5 million persons. The targets of production of cloth, employment and exports for the Tenth Five Year Plan were to produce 7875 M.Sq.M cloth in 2002-03 and 10,000 M.Sq.M in the Terminal year 2004-05. Employment potentiality was reduced to 12.0 million persons and exports target was set to Rs. 2950 crores in 2002-03 and Rs. 4500 crores in the terminal year 2004-05.

**Outlay:** During Tenth Five Year Plan the outlay for handloom industry was Rs. 140.00 crore for 2002-03 and for Terminal year 2002-07, it was set to Rs. 625.00 crores

3.3.12 Eleventh Five Year Plan (2007 – 2012)

**Approach to the Eleventh Plan**

With the opening up of the global trade, the handloom sector of India is poised to expand world-wide but will also face unforeseen challenges that the new world economy has to throw. The Handloom weavers, presently, do not have an appropriate feed back on market trend. This, many a time, leads to accumulation of stocks causing thereby a bottleneck in the production-delivery cycle. It is felt that with a back up of market study/survey/trend, the weaver will be well-equipped with the latest requirement of the market-domestic as well as export and gear his production to suit market requirements. The vision statement of the Eleventh Five Year Plan is to develop a strong, competitive and vibrant Handloom Sector to provide sustainable employment for the economic development of the nation, particularly of rural areas.
Thrust Areas

- Cluster Development Approach
- Weavers Welfare Programmes
- Thrust on Marketing and exports
- Capacity building and Public Private Partnership
- Design diversification and new product development

Five Schemes of 11th Five Year Plan

1. Integrated Handlooms Development Scheme (IHDS)
2. Mill Gate Price Scheme
3. Handloom Weaver’s Welfare Scheme
4. Marketing and Export Promotion Scheme
5. Diversified Handloom Development Scheme

All the players involved in the development policies in the handloom sector – be it a weaver, government or the private sector need continuous feedback of the domestic and global requirement. Thus, there is a need for conducting market surveys/market intelligence. Therefore, it is proposed to ear-mark an amount of Rs. 20.00 crore for this purpose in the Eleventh Plan period under R & D component of proposed Diversified Handloom Scheme. It is, therefore, proposed to have an outlay of Rs. 73.83 crore

3.4 HANDLOOM INDUSTRY IN ANDHRA PRADESH

Andhra Pradesh has traditionally been one of the major handloom weaving regions of India. The state has the second largest concentration of weavers in the country after neighboring state, Tamil Nadu, with 6 lakh weaver families. In Andhra Pradesh, many, either work on their own or are attached to master weavers. At present, this activity provides full and part time employment to about 40 lakh persons. Weaving is a household activity, carried on by weaver artisans with the assistance of family labour, producing for a commercial market. It is largely a rural activity and is virtually synonymous with cotton fabrics and cotton accounting for about 79 per cent of the yarn consumed in the state. Some varieties of saries produced on the handlooms in Andhra Pradesh are among the world’s finest pieces and known for their immaculate warps and wafts, eye catching
shades and alluring texture. About 70 per cent of the looms in Andhra Pradesh produce traditional apparel items.

Although handloom weaving exists in all districts of Andhra Pradesh, there are considerable differences between various regions within the State, with regard to numbers of weavers and looms, trends therein and products made.

There is also a huge regionally specific product variation. Ikat is produced mainly in Nalgonda district (and silk ikat comes from Pochampally, close to Hyderabad). In some areas very exclusive products are made, for instance in Vetapalem (Prakasam District), where sarees are produced with real gold threads woven into the-silk product. The names of the weaving centres or villages sometimes even function as a kind of brand name, because the same products are not produced elsewhere.

The state of Andhra Pradesh has three constituent regions—Coastal Andhra, Rayalaseema and Telangana. These regions represent three homogeneous and distinct agro-climatic zones and they also share a common political history. In spite of the wide regional disparities in social and economic development, the region now covered under the state of Andhra Pradesh has historically been a major producer of cotton textiles. Traditionally, little cotton was grown in the state, though recently farmers in dry regions have been switching to cotton cultivation. Down the centuries textile production has depended on yarn brought in from other regions. Textile production is also segmented catering to three distinct and different markets—production for export, production of very specialized and high-valued textiles used by high-income groups and varieties for household use to be sold in local markets. One of the specialties of the cotton fabrics of Andhra Pradesh is the use of real zari or gold thread in borders and motifs in the body of the sarees. Venkatagiri in Nellore district is best known for such sarees woven with real zari and superfine cotton yarn of 100 to 120 counts. Similar sarees are also woven in Pattur in Prakasam district, Madhavaram in Kadapa district, Mangalagiri in Guntur district and Uppada, a fishing village to the north of Kakinada in East-Godavari district. Often the local varieties have their own distinguishing features like the border design or the body patterns and so on.
Another speciality is cotton saries woven with silk borders and pallus and with real zari. Gadwal in Mahabubnagar is most famous for this variety, which is also produced in the near by weaving center, Kothkota. Further, to the north, cotton saris and dhotis with silk borders are woven in Ponduru in Srikakulam district. Armoor in Nizamabad district is famous for its silk sareis, which are used to be woven in considerable quantities. In Hyderabad, Karwan is an important weaving center noted for its himroo fabrics, which are a blend of cotton and silk yarn.

Handloom weaving, to a large extent, in Andhra Pradesh takes place in rural areas. It is primarily a household activity, with mainly men involved in weaving, and women and children involved in the preparatory work. More than 90 per cent of weaving households own their looms. Andhra Pradesh therefore conforms to the conventional idea that weaving is primarily an artisan and home-based activity. This is different in some other States, where a larger percentage of weavers live in urban centres and/or work as wage weavers. Most of the handloom weaving in Andhra Pradesh is cotton weaving; but there is also silk, wool and polyester weaving. The products vary from exclusive and expensive sarees to coarse materials. A relatively large percentage of the Andhra Pradesh looms produce for the export market. Export products include, for instance, the world-famous ikat fabrics.

The fact that handloom weaving is a household-based activity and that most weavers own their own looms does not mean that the weavers work as independent producers. In principle, there are four types of arrangements.

3.5 TYPES OF WEAVERS

Weavers of India are broadly classified into 5 categories, namely, Independent weavers, Master weavers, weavers under Middle-men, Co-operative weavers and Labour weavers.
3.5.1 Independent Weavers:

The independent weaver is totally independent of any outside agency. He has his own looms and works in his own or rented house. He purchases yarn in small instalments either from the local yarn merchants or travelling yarn dealers or in weekly market and sells his cloth to the same people or to the customers directly. The difference between the cost of yarn and the sale price he is able to realise for his cloth represents wages for all the labour of all the members of his family who assist him mostly in pre-weaving process like winding, warping, sizing, starching etc.25

3.5.2 Master Weavers:

The master weaver is similar to the independent weaver in many respects except that he employs outside labour for weaving for him. This practice is a common phenomenon in India, though often the looms belong to the weavers themselves and they work from home, relying on the master weavers for the supply of dyed and sized yarn and marketing. He specifies the designs and also does the marketing once the product is woven. There is another class of master weavers who can't strictly be called weavers, since they do not engage themselves in weaving activity but concentrate on trading yarn and cloth.

3.5.3 Weavers under Middle Men:

There are some weavers working under master weavers or dealers and they are technically skilled, and independent with their own houses and looms. The master weavers or middle men supply yarn either in processed or unprocessed form and specify the pattern, design and standard of cloth to be woven. Some of the weavers under middlemen get cash advances through master weavers or middlemen and orders of production for particular varieties and quantum of production. Once the product is finished, it will be handed over to the master weavers or middlemen. This is the dominant system in Andhra Pradesh. More than three quarters of the production comes from master weavers.26
3.5.4 Co-Operative Weavers:
A weaver, who becomes a member of a co-operative society, obtains yarn directly from the society. The weaver has to weave according to the specifications of the society and handover the finished product within the stipulated period to the society. The weaver obtains a piece wage for his weaving effort. In addition to wages, he is entitled to have a dividend on his share capital. Some of the bigger cooperative societies have their own dyeing and pre-weaving processing facilities. About half of the weavers in AP are members of cooperative societies.

3.5.5 Labour Weavers:
The weavers who work under master weavers are called Labour weavers. The master weavers construct work sheds and provide suitable looms with equipments to the labour weavers. The wages of the labour weavers, under nearly all systems, are paid on the basis of piece rate.

3.6 CLOTH VARIETIES
3.6.1 Ikat
Ikat, the technique by which the warp or weft or both can be tie-dyed in such a way, that when woven, the 'programmed' pattern appears in the finished fabric. Of resist-dye techniques, the use of clay or wax-resist has long been known to Indian textile printers and painters, who would stamp or delineate the fabric with resist and then immerse and re-immerse in dye. To reserve areas of the warp or weft or both, before the process of weaving with tied threads, and then to dye the yarn, is a more interesting process that requires greater skill. And this seems to be more closely aligned to processes of tie-resist and warp-resist after weaving, than to the application of impression of a resist to the surface of a fabric

Upto the beginning of this century, Chirala in Andhra Pradesh was renowned for an exquisite type of cotton sari, lungi, rumal and yardage in a range of Ikat techniques. One of the products of this place is known as telia rumal, a many purpose cloth used as lungi, loin-cloth, shoulder-cloth and turban cloth which were a popular import item in many Islamic countries. Due to the heavy use of tel (oil), in the process of preparing the
yarn for weaving, this variety of textile has deserved the name telia, meaning ‘oily’. Chirala, Pochampally, Puttapaka and Koyyalagudem were given a new lease of life in the middle of this century by the All India Handicrafts Board as a result of which these and other nearby places have become important centres for the production of what is now known as Hyderabadi Ikats. Many new experiments and imitations have been undertaken here ever since. The techniques and designs of telia rumal have been adopted to make saris, spreads and yardage material.

Dinear: 18-20 D, 2 ply warp & 3 ply, weft
Width: 46" Length: 5.30 Mtrs
Weight: 350 Grms.

3.6.2 Sari

The Indian popular wear called as 'saree' or 'sari' has been in existence for more than 5000 years, which is mentioned in the Vedas. According to few historical records of India during Shunga period of 200 - 50 B.C, North Indian terracotta depicts a woman wearing a saree covering the entire body.

The word sari is the anglicised version of sadi which existed in Prakrit as sadia, and derives itself from the Sanskrit word sati, meaning a strip of cloth. The use of sati has been mentioned in the Mahabharata and can probably be traced back even farther.

The length of the fabric is 6 yards or 5 meters long. This is a one piece of clothing which fits all either fat or thin, short or tall. Based on how you drape the sari, you can ingeniously conceal the extra flab or fat. The traditional 6 yard sari allows for generous pleating and draping around the body and over the shoulders giving much comfort that you can even run a marathon in this without any problem. The length of the sari varies depending on the culture and conjunction of use.

Andhra Pradesh has an age-old tradition of hand-woven fabrics. Sarees of the most exquisite, unique and generic designs are found in Andhra Pradesh. Silk and cotton saries come from the looms of Pochampally, Venkatagiri, Gadwal, Narayanpet and Dharmavaram, and are household names throughout India. They are named after the
place of their origin. Each of these weaving styles is distinct producing a unique variety of fabric, known for their fine cotton and elaborates pallus and beautiful borders with ornate gold thread work.

3.6.3 Cotton and Durries

Over 500 artisans in Warangal and its surroundings are involved in artistically creating an attractive assortment of decorative Durries. The Durrie making industry gained dominance in the recent past. Tie and Dye, interlock, Jacquard etc. are some of the commonly used designs in demand in both domestic markets as well as export market. Lahari, Sitamrnajada, Mogga, Diamond Fish, Kamal, Dilkush etc., are some of the popular designs, Kalamkari block prints on plain woven Durries have gained importance in the market in recent times.

3.6.4 Art Silk :

Narayanpet silk, Narayanpet cotton, Madhavaram cotton, Guntur cotton, Bandar Petu sarees have dobbey borders,

3.6.5 Jacard:

Mangalgiri, Uppada cotton, Payakaraopet cotton, Patur Mutyampet Tie & Dye Rajahmundry, Bandarulanka Border Sarees, Tie & Dye silk, Ikat Tie & Dye mercerized, Pochampally Tie & Dye cotton, Pochampally Gollabhama Border Sarees, Tie & Dye Kathan Silk, Jamdhani - These are blended polycotton Sarees. The designs on its border and pallus are made by Jacquard (hence the name) machine which is primarily used for printing fabric designs.

3.6.6 Python Sarees

This Saree is named after its pallu which is adorned with hand made butas.
3.7 HANDLOOM PROCESSING AND VARIOUS TECHNOLOGICAL ASPECTS

3.7.1 Working People in the Hand Looms

The occupation of weaving predominantly belongs to weaving community. The participation of other communities in this profession is very little. These people belong to economically weaker sections of the society and the level of education among them is also poor.

The weaving cannot be done by a single man, it requires collective work. The entire work from pre-weaving process to weaving of the cloth is shared by different members of the family, including women and children. The involvement of men, women and children varied from process to process, but the final act of weaving is carried out mostly by the men folk. Generally the pre-weaving processes are mostly done by the women and children.

3.7.2 Training and Skill

Handloom weaving is a hereditary occupation. The children help their parents during the work and learn various techniques of the profession. There is no formal training for the weavers. Because of this, the skill of the weaver is mostly traditional in nature, and they use only primitive technology.

3.7.3 Location of Industries

Handloom weaving is generally carried on inside the house of weavers. Very often, there are inadequate facilities to carry all the activities related to weaving. In addition, all the handloom establishments are concentrated mostly in rural and semi urban areas.

3.7.4 Physical Capacity of the Weavers

The physical capacity of the weaver to work is some times influenced by the location. As the weaving takes place in the house, family disturbances disturb their work and productivity.
3.7.5 Types of the Looms and their Productivity

The looms and other implements which are used in handloom weaving and their influence on the productivity of the weaver are described below.

a) Throw Shuttle -pit Loom

In this, the entire loom is set up in a pit, and a throw shuttle is used in the weaving process. Therefore, it is called throw shuttle-pit loom.

After completing the pre-weaving process the entire warp is wound to a beam. The warp threads drawn into the dents of the reed and the free ends are tied up to the cloth beam. Generally the pit loom consists of two treadles (pedals). In the warp odd numbers of threads are connected to one treadle and even number of threads are connected to another treadle at the back of the reed. When the weaver presses on treadle with his foot the respective set of threads of warp goes down. Then there will be a vacant place made by the two sets of threads in front of the reed. This is called 'shed'. The weft is wound to the pirns and fix up the other treadle the respective threads goes down automatically the threads which are in down position goes up. Again he throws the shuttle from that side to another side. Then he pulls the reed closer to him. It helps to weft threads wall close to each other. The same process continues. The warp and weft threads interlaced with each other. The cloth is made off.

b) Fly Shuttle-Pit loom

To avoid the time delay by the throw shuttle the fly shuttle was developed. The shuttle boxes attached to two sides of the reed frame conveniently to the shuttle. In the shuttle box a wooden piece 'ceiled pi clear' fixed which help to push the shuttle. These two wooden pieces connected with thread and fixed up according to the convenient to the weavers hand. When weaver pulls the thread to one direction the pi clear push the shuttle. Then the shuttle flies through the shed and reach the other end. And he presses the treadle, then new shed will open and weaver pulls the thread in other direction, the shuttle flies through the new shed and reaches in previous box. Then the same process continuous for the weaving of cloth.
c) Fly shuttle-Frame Loom

It is an evolution on the pit loom. There is no much difference between fly shuttle pit loom and frame loom. The entire loom set up on the frame and the process of weaving is almost same and in addition number of treadles can be used. However there are many advantages such as; - .

a) Design wise feasibility  
b) Using of more than 2 treadles,  
c) Provision for more wraps length on the beam.  
d) Possibility to weave from 2s to 60s counts, and  
e) Same productivity of fly shuttle looms  

Thus in the frame loom the weaver can weave any type of design cloth with different counts  

However this loom is limited upto 16 treadles. Any design requires more than 16 treadles is not possible on this loom.  

d) Jacquards  

This is a new type of loom. It consists of heavy machine on upper part of the frame loom and consists of one treadle. This loom is used to weave multi-designed and thick cloth. In the first step, according to the design the design cards should be punched. These cards are tied with one another according to the design and fixed up in the machine. After completing all the pre-weaving process and necessary arrangements on the loom, the weavers press the treadle, and automatically the design card comes into the machine according to the card and the shed is opened in the warp. Then the shuttle flies through the shed from one end to another end weaving process goes on.  

e) Productivity of the Loom  

The productivity of the loom is more than the fly shuttle loom. It does not require much of technical skill but some skill is required for the punching of design cards.
3.7.6 Yarn and its Preparation

All woven fabrics are composed of at least two distinct series of threads. Longitudinal threads placed side by side are known as 'warp threads'. The threads which interlaced by an unbroken single thread passing edge to edge are termed as 'weft'. The interlacement of warp and weft threads at right angles to each other, so as to form a woven fabric is known as 'weaving". Warp yarn is spun from better cotton and with greater number of twists per inch than weft yarn, for even the same number of counts; the strain put upon warp yarn during weaving is greater than weft yarn. Warp yarn is stronger and hard twisted, whilst weft yard is comparatively weak and soft twisted. The various types are discussed in the following lines.

a) Preparation of warp of short lengths for tablet or hand treadle loom

The process for preparing warp of short lengths from grey or mono-coloured single yarn comprises either of the following;

1. Hank sizing
2. Stick case winding
3. Peg, warping or stick warping,
4. Beaming,
5. Drawing in and reeding or twisting.

1. Hank Sizing

The operation of hank sizing is performed by steeping the hank in cold water overnight. They are then rinsed and dripped in a solution of hot water and Turkey Red Oil, squeezed and completely dried in the sun. Rice, ragi, wheat, sago or farina, starch is mixed in cold water and boiled for some time to form a thin paste. The hank is finally dripped in the size mixture and gradually rotated by hand until the starch penetrated the yarn. It is then removed brushed and dried in the sun. During the course of drying, yarn is brushed in the same direction several times to avoid threads sticking in one another. Finally gingerly oil should be applied to the yarn. The oil should be poured on a cotton cloth pad and trips of a brush rubbed on the pad to pick up the oil. The yarn should be uniformly brushed with the oil.
2. Stick case Winding

The apparatus consists of hank stands and a stick cage. Hank stand is a six sided frame made of bamboo sticks and revolves freely on a pivot. Stick cage is a tapered frame and also made of bamboo stick.

The operation of stick cage winding consists of winding the yarn from several hanks on to stick cage. The hank is placed on a stand and the free end of the thread from the hank is attached to the stick cage and by turning the handle by the hand the yarn from the hank to the stick cage can be wind up. The object of winding is to obtain a continuous thread of considerably greater length in a compact form suitable for the subsequent operation of warping.

3. Peg warping

The apparatus consists of small rectangular wooden stand at the end of it a number of pegs are fixed for preparing a warp. Besides, these legs there are three additional pegs fixed at the top and three pegs at the bottom to provide a loop and a crossing a lease at each end of the warp so as to avoid entanglement. The first peg is the starting or looping peg. The second and third pegs hold the lease. If the leases are required in the middle of the warp, additional pegs fitted to a separate wooden frame are fixed in the centre of the pegs of warping board.

Transferring the yarn from the stick cage, which is previously wound, carries out the operation of peg warping. To the piece of a stick a hook is attached at the end and could behold in the right hand and the thread could be guided round the pegs fitted to the sides of the frame in one direction and reserved. A lease is provided at starting and finishing and in between the middle pegs to make the warp. With this process the required number of warp threads can be obtained.

4. Stick warping

Since a peg warping does not pursue for the preparation of long warp, the stick method of warping is employed. In this system two light bamboo sticks are fitted at two different places with a required distance and warper holds the sticks cage containing yarn
in his hand and walks up and down to wind the thread between the bamboos. The length of the line and number of sticks to be used depending upon the length of warp it is desired to produce. This Process is, however, tedious and slow.

5. Beaming

The chief parts of the beaming machine are a friction drum and warp winding arrangement.

The friction drum consists of horizontal wooden roller revolving on a pivot. There is a board for carrying weight. A rope is passed round the roller and connected to the board. Friction is thereby applied to the roller during learning. The loop end of the warp is fastened to one end of a rope which has been previously and round the friction drum. The free end of the warp is then passed under a guide roller and taken near the weavers beam. A reed may also be used in which the round of the reed should be about two numbers, and can be used on the loom and two threads are drawn in each dent of the reed. The width of the warp in the weavers beam will be wider than width of the yarn in the reed on the loom and will thus facilitate weaving and securing of good selvedges in cloth.

6. Drawing-in- and Reeding

The process involves the drawing of warp threads in consecutive order through the respective eyes of the healds and successively between the dents of a loom reed according to plan furnished by the designer. The weaver's beam is placed on a stand with the threads falling nearest to the healds. The set of healds is suspended vertically while the reed is held in horizontal position. A person known as drawer first passes a drawing in hook through the eye of the heald and another person known as richer picks up threads from the lease rods, and hooks into the drawing in hook. The hook is then withdrawn bringing the warp thread along with it. A second warp thread is drawn next and both these threads are now taken through, by means of a reed book between the dents of the loom reed.
7. Twisting

When a warp has been completely woven on the loom and the threads of a new warp beam are required to be passed through the same set of healds and reed with precisely the same order of drafting as the previous warp. The operation is effected by merely twisting the successive threads of the new warp when the threads of new and old warp are of respectively joined and are drawn foreword until the piecing of the threads have cleared the heald and reed in order to give new warp thread to clear start for weaving

b) Preparation

1) Preparation of short Lengths of Multi Coloured warp from single yarn: In the preparation of multi coloured warps from single yarn the following procedure is adopted.
   a) Hank Sizing,
   b) Stick cage winding
   c) Peg warping.
   d) Beaming
   e) Drawing in and reeding or twisting.

Warps of individual colours are prepared on the peg warping board separately and the stripe or pattern is laid in the reed of beaming machine.

2) Preparation of Grey, Mond or Multi coloured warp from folded yarn: The preparation of warp of all classes are made from folded yarn comprises the following process.
   a) Peg warping
   b) Beaming
   c) Drawing in and reeding or twisting

As folded yarn is stronger than single yarn the operation of sizing is dispensed with. Then, the yarn is unwound directly from the hank placed on or hank stand and warped on the peg warping board dispensing with stick cage winding. In the preparation
of multi coloured warps the warp of individual colours is first prepared on the peg. Warping board is laid separately in the reed of the beaming machine.

3) Preparation of Short length of warp for Foot treadle Loom: Preparation of grey, mono or multi-coloured warp from single yarn for using on or foot-treadle loom comprises the following process:

a) Bobbin winding
b) Horizontal warping
c) Street sizing
d) Twisting and
e) Beaming

a) Bobbin winding (Charka)

The apparatus required for conducting the operation of winding consists of hank stand and a winding wheel. Hank stand is six sided frame made of bamboo sticks and revolves freely on pivot. Bobbin winding wheel consists of a wheel on an axle of which is fixed handle. A spindle is driven from this wheel by means of a bank.

The operation of a bobbin winding consists in unwinding the yarn from several hanks and winding it on a bobbin in close spirals. The hank is placed on a stand and a flangeless tin bobbin on which the yarn is to he wound is fastened to the spindle. The free end of the thread in the hank is attached to the bobbin and the handle turned so as to wind the yarn from the hank to the bobbin. The handle is turned by the right hand and the thread is guided uniformly on the bobbin by the left hand. The object of winding is to obtain a continuous thread of considerable length and to place it in a compact form suitable for the subsequent operation of warping. As the bobbin rests on the floor during the operation of warping the yarn is wound in the form of a cone to facilitate easy unwinding.
b) Horizontal Single Thread Warping Mill

The horizontal warping mill is constructed to the peg warping board. The length of warp corresponds to the number of rounds of the mill in one direction. The mill is made of wood with a number of pegs fitted to circumference. The threads are guided on the mill by hooks fixed in a flat metal bar which extends the width of the mill. By a simple mechanism driven from the axel of the mill, the metal bar is given a reciprocating motion which causes the threads to pass simultaneously between the pegs in one direction during the forward motion of the mill, and the opposite direction when the motion is reversed. This enables the formation of an end and end lease at every yard length of warp. Generally, 30 bobbins are used in the mill, for the preparation and 30 individual warps. There is one important advantage in the using of this mill, viz. that, the warp, if required, can be opened out to twice its length after it has been sized and twisted to an old set of warp. In such cases the centre leases are removed and odd number of threads alone is twisted to the old warp. The warp is then opened out and the even number of threads from the other end of the warp. Horizontal warping mills are also constructed for increasing the length of warp by reversing the mill after two or more forward rounds in which case the leasing arrangement is entirely different in construction and rest upon a carriage which moves in accordance with number of forward rounds of the mill.

c) Street Sizing

The warp is stretched horizontally in sheet form by inserting a stout bamboo stick through the loops at each end. These bamboo sticks are secured by a rope passing over a trestle to a peg firmly fixed to the ground. Bamboo lease roads are inserted at regular intervals in place of lease bands, and the threads separated and placed regular parallel lines. The size of congee made from rice, or wheat flour is spread evenly over the sheet with a small brush and then brushed into the yarn several times in one direction above by means of long heavy brush extending the width of the warp. The threads prevent iron, striking together during the course of drying by frequently separating the lease rods which divide them into two layers. The sheet is then reversed and the process of sizing continued. When the warp is well dried gingerly oil is spread evenly over it, brushed and
allowed to dry. It is afterwards rolled into a coil and lease bands being carefully retained in position. A liter of rice is required for sizing 2.2kg of yarn.

d) Twisting and Beaming

The threads of new warp are twisted to the remnant of a few inches of previous warp threads retained in the healds and reeds of an old set. The threads are then drawn forward until the piecing of the threads has cleared the healds and the reed. The warp is then opened out and beamed by the use of the raddle. This work is performed in the street without beaming machine.

In the preparation of grey, mono or multi-coloured warp from folded yarn all the above mentioned processes are adopted except street sizing.

e) Doubling and Twisting of Yarn

Multiple spindles twisting are largely used in the handloom factories. The machine comprises a number of tapered spindles placed vertically in a row on either side of the frame. The spindles are driven by means of cotton bands passed round a wooden drum. Yarn of the required number of strands is first wound of bobbins. The bobbins containing doubled yarn placed tight on the spindle and the yarn is threaded through a flyer, then through a guide of traverse motion and phased on the reel. The swindles and the reel are driven from the drum. Bin as the speed of the bobbins is high and the reel revolves very slowly, twist is imparted to die yarn. The twist per inch can be regulated by adjusting the speed of the reel. The hawk is finally removed the reel and bundled.

f) Cone Winding Wheel

The wheel consists of a wooden cone mounted on a spindle and a quick traverse thread guide. The spindle is driven by means of a bond and grooved wheel. The operation of cone winding yarn from several hanks and winding it on a paper cone in form of spirals. The later operations are performed automatically by means of a conical shaped cone. This machine can be used with advantage over the bobbin winding wheel.
3.7 WEFT PREPARATION FOR HAND AND FOOT TREADLE WEAVING

Preparation of weft for the loom is a simple but most important operation. The process is termed as pirn winding. A pirn is tapered hollow piece of wood, about 10 cm in length upon which yarn is wound in such a manner that it unwinds uninterruptingly from the end of the pirn without slipping or becoming loose while picking. The apparatus required for conducting the operation, hank, consists of a stand and winding wheel. Hank stand is six sided frame made of bamboo sticks and resolves freely on a pivot. Winding wheel consists of a wheel on the axle of which is fixed a handle. A spindle is driven from this wheel by means of a band.

The operation of pirn winding consists in unwinding the yarn from a hank and winding it on a wooden pirn. The hank is placed on a hank stand and a pirn is fastened end of the thread in the hank is attached to the top portion of the pirn and handle turned so as to wind the yarn, from the hank on to the pirn. The handle is turned by the right hand and the yarn is guided by the finger and thumb of the left hand. The most important pale of the operation is the method of guiding the yarn. The yarn has to be wound in lose coils round the pirn from the top to bottom of the pirn to a distance of about one inch. The motion has then to be suddenly reversed and the yarn wound in the form of spirals. The method of winding spirally from bottom to top is to bind or hold the previously laid close coils of yarn and prevent them from slipping. The finger and thumb which guide the thread is generally lowered, but the length traversed is the same. This enables the pirn to be built.

3.8 RAW MATERIALS

The texture of a fabric depends upon the warp and weft yarns used for its manufacture. The important raw materials used in the handloom sector are yarns made of cotton, silk or wool, rayon, staple fibre or synthetic fibres and dyestuffs and chemicals as also zari for the silk weaving industry. Cotton yarn constitutes by far the most important of these as a bulk of the production of the industries constitutes cotton fabrics. The issue of yarn to the handloom weavers is generally in hank form. For coloured sorts, the hanks are bleached and dyed before they are supplied. A high variation is yarn twist might lead
to different shrinkage of the fabric. The handloom weavers mainly depend upon the textile mills to supply the correct count of yarn of required quantity.

The Indian handloom weavers have acquired some additional facilities in utilising blended yarns as well as synthetic yarns in weaving. Besides fancy yarns, Jasper yarns, tie and dye yarns, special soft-core yarns are now widely used in the Indian handloom industry. It is logically untrue to hold that complex yarn indicates machine woven. Some have apprehension that minimal knots in number of knots will be greater if quality yarn is not used. So, the percentage of knots in a fabric depends upon the quality of yarn used in weaving.

3.9 SIZING.

Rice starch, coconut oil or groundnut oil and rice gruel form the important ingredients for sizing in majority of the handloom centers. In some centers, ragi or tamarind kernel powder is also used as starch. The method of colouring and sizing varies from centre to centre. Also the size content in a loom state material will vary from one centre to other.

Normally, if the warp is composed of single yarns, only then sizing is resorted to. Usually the handloom fabrics where sized yarn is used in warp are given a wash in running water as to remove the size content in the fabric. A large variation may be noticed in the quality of sized yarn on account of the differences in the ingredients used, the method of cooking, and the mode of brushing and so on. In powerloom fabrics, the application of starch will be more or less uniform.

3.10 USING DYES

The process of resist dyeing, tie-dyeing and yarns tie-dyed to a pattern before weaving are the basic techniques of indigenous dyeing of village cloth. Shellac is used for reds, iron shavings and vinegar for blacks, turmeric for yellow and pomegranate rinds for green.
Before the artificial synthesis of indigo and alizarin as dye stuffs, blues and reds were traditionally extracted from the plants indigo fern, aniline and Rubia tinctorum (madder-root). These are the main sources for traditional Indian dyes.

Even today, the Kalamkari cloth of Andhra Pradesh is printed with local vegetable dyes. The colors being shades of ochre, deep blue and a soft rose derived from local earths, indigo and madder roots.

3.11 PRINTING

Andhra Pradesh has made a significant contribution to the history of hand printed textiles in India. Printing is native to the land; its pigments being obtained from the flowers, leaves and barks of local trees and chemicals obtained from clay, dung and river sands.

A new technique has been developed in the northern sectors where warp threads are lined, measured and tied to the loom and then printed. The warp printed material is a speciality of Haryana and Uttar Pradesh.

The ideal seasons for block printing are the dry months. Excellence is achieved only if the block is freshly and perfectly chiseled. The designs are produced by artists and the designing is kept within the discipline imposed, the type of yarn, the dyes used and the weaving techniques by the rakshabandhas (graph-paper designers).

India also produces a range of home furnishings, household linen, curtain tapestry and yardage of interesting textures and varying thickness, which have been devised by using blended yarn.

Given the wide and exciting range of handloom it is not surprising that the rich and beautiful products of the weavers of India have been called "exquisite poetry in colourful fabrics."
3.12 HANDLOOMS AND THEIR MERITS

The handloom advantage is specially noted for the following types of production:

(i) Cloth made from even extremely fine material (e.g.) yarn count even above 100s, which being delicate, is woven more safely on the handloom owing to comparative lightness of jerks.

(ii) Cloth interwoven with gold and silver threads, the polish of which would be taken out by the extremely frictional action of the healds in the powerloom.

(iii) Cloth with multicolored designs in which the weft is to be changed very frequently.

(iv) Cloth with embellishment in the border and headings or with entire effects' with delicate designs of various colours; such work calls for individually skill and must be carried out slowly and steadily.

(v) Short pieces of cloth of unique design to meet individual tastes which cannot be economical for the powerlooms and mills. This is chiefly due to two facts viz., that warp of a short length can be prepared most economically by hand process and that a number of colours in the weft can be easily introduced.

(vi) Rough cloth of very low counts such as durries, floor coverings, nawars, webbings, rag-rugs, etc. in whose case the tensile strength of the yarn is too low for the powerlooms.

(vii) Handlooms have monopolistic position in the manufacture of checked, striped and ribbed, fabrics, coloured fabrics of numerous designs and cloths in which fancy yarns, slub yarns; gold and silver laces are used. Similar advantages are enjoyed by the handlooms in the case of durries, floor coverings, druggets, rag-rugs, furnishings, tapestries etc.

(viii) The necessity of using multiple box looms for giving more colours in weft (more than 4) involves too heavy a cost for the powerlooms and also because the insertion of multi coloured weft in different places at comparatively short regular intervals is difficult in the powerlooms and mills interfering with the normal speed of the looms.
(ix) The individualistic production base of handloom industry is a versatile asset; as it is capable of producing the most fanciful colours and designs for regional, national or international markets in very small quantities, if so required and has the flexibility for catering to very narrowly segmented markets.

(x) The hand weaving and preparatory process impact a certain fascinations and sentiment to the product itself which is quite different from the fabrics coming out of powerlooms and mills.

The bulk of the cotton hand woven floor coverings exported to overseas countries are in the form of durries which are flat woven pile less rugs made of weft faced fabric on both its surfaces. Table linen items including table cloths, table covers, napkins, table mats, table runners, place mats, etc. have similar characteristics of floor coverings.

3.13 DEVELOPMENT PROGRAMMES

The Handloom is assigned an important role to play in the economic development of the rural sector as it provides a large employment, next only to agriculture. The state governments have given top priority in the planning policy for the development of handloom industry in the state with a package of wide range of development schemes expected to be implemented through handloom co-operatives. These development schemes mostly relate to institutional support schemes both at Primary Weaver's Co-operative Societies and at Apex Co-operative Society level. It contains some provisions, which include

- Wide coverage of weavers by handloom co-operatives and streamline the working condition of co-operatives.
- Providing wide network of market support to handloom products.
- Modernisation of looms of member weavers of co-operative handloom weavers society.
- Providing training facilities to the handloom weavers in the area of modern technology to achieve higher productivity and product diversification
- Provision of assistance for infrastructure facilities like yarn supply, dye and processing units etc. and
- Arranging working capital credit facilities from co-operative banks to meet the increased requirements of handloom weavers.

### 3.13.1 Modern Development

It is known that the productivity, the cost factor and the quality aspect are playing vital role in the field of textiles and the Mill looms started going towards installation of modernized looms such as Sulzer projective looms, Air jet looms and the Water Jet looms. Every one of them is an improvement over the previous one. It would not be out of place to mention few salient features of these modernized looms, so as to judge ourselves as to what challenge handloom sector has to face with.

1. **Sulzer Projective Looms:**

   These looms are pirn less looms where no pirn preparation is necessary. The supply package to be used in weft is directly put in the side creel and the weft insertion is directly done into the fabric. The weft is always inserted from the same side and is called 'pic-a-pic' weaving; the following are the important features of these looms:

   1. All kinds of raw material like Cotton, Wool and Cellulose fibers, all synthetic fibers, Jute, metallic threads, glass fibers etc, can be used on these looms.
   2. Extremely wide range of yarn counts can be used. The yarns ranging from 12 denier to 1200 denier can be consumed on these looms.
   3. Great variety of colours and weavers.
   4. High speed of weft insertions - A gripper made of steel only.
   5. Picking by means of torsion bar -the energy required for the picking operation is stored through the tensioning of the torsion bar,
   6. Firm selvedges - Every pick is cut-off often insertion without wasting yarn.
   7. The two ends are tucked in the shed and woven in with the next pick. This provides firm selvedge, which meet all requirements.
(8) Multi-width weaving - two to three widths of fabrics can be woven simultaneously due to intermediate tucking units on selvedges.

2. Air-Jet Looms:

In Air-jet looms the weft insertion is carried out with the help of main and auxiliary air-jet. The main jet pushes the yarn from the starting end of the loom and the auxiliary jets fitted at a distance of 2”-3” each help the weft to be carried to the end of the loom.

Most of the important features and the advantages are the same as of projectile looms with the exception of different weft insertion system. The maintenance, vibration and wear and tear also reduce to great extent. The cost of the loom also reduces as compared to projectile gripper looms.

3. Water-Jet Loom:

In these looms the insertion of weft is with the help of water jets-instead of air-jet. The advantages drawn from such looms are more productive and lower the cost in addition to other advantages of shuttle less looms.

The main advantages offered by the above new weaving machines are:

- Higher productivity.
- Lower floor space.
- Production of top quality fabrics.
- Longer lengths of fabrics.
- Broad range of applications.
- Transport and storage rationalized.
- Elimination of pre-weaving process like prim winding
- Mechanical weaving preparations like mechanical drawing in, printing of, drop-wires and knotting while change over of warp. Simple attendance and maintenance, much lower value loss in finished fabrics
3.14 ROLE OF ANDHRA PRADESH HANDBLOCK CO-OPERATIVE SOCIETY

In the state of Andhra Pradesh, till the formation of 'APCO', three regional weavers' co-operatives were functioning with head quarters at Hyderabad, Vijayawada and Kurnool respectively. With a view to ensuring better coordination and healthy growth, all the three institutions were merged into a single state level APEX co-operative body called The Andhra Pradesh State Handloom Weavers’ Co-operative Society Limited, Hyderabad, with effect from 6 June 1979 through an ordinance issued by the State Government. Efforts are being made to cover more weavers under co-operatives at the primary level engaged in the production of cotton, silk and woolen fabrics. Thus, APCO is basically a marketing organization, which provides raw materials, tools, machinery, etc. to its member societies and purchases the finished products for sale through a network of retail shops. APCO also arranges training to weavers and is the channelizing agency for dedicated orders from the Government for uniforms, etc. APCO provides direct employment to over 2 lakh weavers and indirect employment to nearly hundred thousand people.

3.15 PROBLEMS OF HANDBLOCK INDUSTRY

The major historical truth, which has been deeply ingrained in the collective consciousness of India, is that through the force of colonialism, unrestrained competition from modern technology, destroyed handloom weaving in India. In contrast to this earlier historical perception, modern historiography stresses the resilience of the indigenous handloom sector. In recent years, the handloom industry everywhere in the country has been struggling for its survival. The industry suffered from low productivity, lack of needed marketing structure, required volume of cotton and inadequate modernization of production processes. Important among them are detailed below.

3.15.1 Scarcity of Yarn

The handloom sector is mostly dependent on the organized mill sector for the supply of its principal raw material, namely, yarn. This sector uses the bulk of yarn in the form of hanks. A gross deficiency in the supply of yarn at reasonable prices is complained. The yarn is produced in composite mills and spinning mills. Though there is a stipulation of producing 50 per cent hank yarn for the handloom industry by the
composite mills, the mills have not adhered to such a stipulation. The shortage of raw materials has been a problem for several years to the industry.

3.15.2 Lack of Technology Development

Weaving continuous to be a traditional and hereditary occupation. The weavers are following traditional methods of production and design due to lack of exposure, awareness and knowledge over changing technologies, methods and the requirements. The production capacity of these looms is low and the job is tedious. This sector encounters tough competition from superior quality products available at cheaper prices from the organized sectors. For technology development, major efforts are needed for modernization of looms, increasing productivity, quality of products, standardization of various processes and products and production of value added products. Lack of training is also another drawback.

3.15.3 Marketing

The wake of new trends in fashions with man-made fibre and yarn fabrics having made inroads upto the rural areas. It is but natural that handloom fabrics face difficulties in marketing and sales promotion. Marketing is the central problem that calls for the drawing up of a suitable strategy. Otherwise, any amount of aid given to this industry at the production level will turnout to be of no help. The industry has been pursuing the sales oriented philosophy. Inadequate marketing services and facilities have resulted in periodical accumulation of stocks, resulting in underemployment and unemployment among weavers.

Independent weavers, outside the co-operative fold, are not always able to dispose of their cloth directly to the consumer. They have to approach the middlemen. In case of weavers working under master weavers on wage basis, they return the finished cloth to the master weavers. The co-operative societies are wholly dependent on the APCO for marketing of their products. In our state, APCO is not performing well and not in a position to lift the finished products and make the payment timely. The efforts are directed to sell the quantity through the purchase of handloom cloth by the government.
departments, army personnel, local bodies and rebate schemes and other programmes that are directed to push the product to the market.

3.15.4 Financial Problems

Handloom industry is one such delicate organization, which has been totally capital-straved at all the time. By and large, sound financial assistance from government alone could improve the competitive urge among handloom co-operatives. The Government of India and State Governments provide assistance to handloom weavers, handloom weavers' co-operative societies for strengthening the share capital, improving the management of societies and modernization of looms. Even then, the societies could not strengthen their financial position because, they are not able to repay in time the loan received and hence the societies have to pay interest to the District Central Co-operative Banks.

3.15.5 Organizational Problems

In spite of the continuous efforts over the last four decades the co-operatives could not attract the total weavers of the country. A vast majority is still working under middlemen. They do not have a right to produce either the cloth of their liking or to fix the price of the product. Either the master weavers or the middlemen will decide every thing.

The abolition of production of Janata fabrics, the weavers were devoid of suitable employment facility as the production of Janata fabrics is much easier and does not require skill and dexterity on the part of the weaver - with the abolition of Janata scheme, the weavers who were in the co-operative fold found it difficult to switch over to production of general varieties, let alone fine varieties. The government has reserved certain varieties of handloom fabrics for handloom sector. However, the improper implementation of this Reservation Scheme was beset with many problems.

3.15.6 Competition from Mills and Powerlooms

The powerlooms were able to misuse the concession given to handlooms and function under the cover of handlooms. The other advantages enjoyed by the powerlooms
were low wages, wholesale evasion of protective labour legislation, low taxes on yarn, no levies on grey fabrics produced by powerlooms, low overheads, low requirements of working capital and flexibility in production mix. In addition to the fact that powerlooms are able to concentrate on synthetic fibres, would seem to give them an inseparable advantage over handlooms. The sector faces stiff competition from the powerlooms and mill sector, which is threatening its existence. While, most handlooms are made of cotton, the yarn consumption pattern is shifting towards other fibres also. Handloom products are increasingly being copied on powerlooms at a low cost due to rapid technological developments. If the present trend continues, handlooms could loose a sizeable market. The obligations of textile quotas would further aggravate the problem of handloom sector.

3.16 PROBLEMS OF THE WEAVERS

Handloom weaving is a cottage industry. Unfortunately, most weavers' societies failed in achieving the desired results and most of them are either dormant or defunct. At present, most of the weavers are living below the poverty line. The main problems being faced by the handloom weavers are irregular and inadequate supply of raw materials, high prices of raw materials, traditional methods of production, lack of standards in quality, crude salesmanship and competition from organized traders, absence of efficient and organized marketing channels. Further, ever-changing consumer preferences are resulting in a wide gap between the demand for and the supply of the handloom products. The crisis in the handloom industry became alarming and it had reached to such a stage that some weavers committed suicides due to the suffering of poverty.

Andhra Pradesh, perhaps, is the only region in the entire country that very often strikes the headlines of even the global media, with the reports of mass starvation deaths or suicides of the under-employed, low paid and the recession stricken handloom weavers.

In Andhra Pradesh alone 7 lakh people depend on handloom sector. Many families are living in utter penury. This clearly indicates the neglect of the sector by the government. Further, the growth of powerlooms shows a negative impact on handlooms. Infact handloom designs are being copied by powerlooms. Using these designs
powerlooms are producing clothes at a cheaper rates. In addition government providing subsidies to powerlooms. While the Andhra Pradesh government has reduced budget allocations, it is also diverting the Central funds allocated for handloom sector to powerlooms and other sectors. Both Central and State governments are partisan in their approach. Due to these partisan public policies, lives of handloom weavers have become miserable.

The Central Government needs to recognize the value of the handloom sector in sustainable development. On its own, the government would never be able to provide employment to such a large workforce. Going by the logic of liberalization itself, the government in turn, ought to formulate, promote and encourage policies that sustain this employment. Government has to ensure a ‘level playing field’ for this sector towards healthy competition among the different sub-sectors of textile industry.

3.16.1 Supply of Raw Material

Access to raw material such as yarn, dyes and dye stuffs has become a problem. (Yarn is made out of fibres such as cotton and is used to weave the cloth, horizontally and vertically. It is the primary material to produce the cloth or fabric.) Weaving is a rural and semi-rural production activity and weavers have to go far to get these raw materials. To top it off, yarn prices are steadily increasing. The availability of hank yarn - the basic material from which weaving is done - is a serious issue because it is controlled by modern spinning mills, who see more profit in large-volume cone yarn. Secondly, since hank yarn is tax-free and has subsidies, enormous amounts are diverted to the powerloom and mill sectors. As a result, there is a perennial shortage of yarn for the weavers. Despite a few schemes, the hank yarn access issue has not been resolved, Colours are expensive, and presently there is no system or mechanism to increase their availability.

3.16.2 Prices of Raw material

Handloom primarily uses natural fibres such as cotton, silk and jute. Prices of these fibres have been increasing during production and processing. Cotton production in India is expensive because of intensive and high usage of costly agricultural inputs such as
pesticides and fertilizers. Secondly, while the fibre production most often happens in the vicinity of the weavers, their processing is done in distant areas, and as such the prices to the weaver are higher. With the Central Government now encouraging primary fibre and yarn exports, handloom weavers would be on the last priority for yarn suppliers.

The solution lies in establishing relatively low-post, decentralised spinning units in the villages where handloom and fibre productions co-exist. The units would enable direct linkage between farmers and weavers, which essentially decreases the cost of yarn and thus the cost of handloom products. Still, the cost of selling up the units may be too much for an individual, and hence governmental support will be required.

3.16.3 Infrastructure and Investment

Investment in handloom sector has thus far been limited to input supply costs. There is no investment on sectoral growth, while there have been some piece meal projects such as work shed-cum-housing and project package schemes’, they merely perpetuate the existing conditions. There has been no thinking on basic requirements of the producer. Facilities such as land, water and electricity need to be provided in many places that are a harbour for handloom manufacturing. Common facilities have not been developed such as godowns, credit facilities (banks in the vicinity), roads, proper sanitation, etc, have not been provided anywhere.

In recent years, the investment profile in handloom sector has also been changing. Traditional investors - known as master weavers who have been investing for several decades in handloom production have been moving away, or have become reluctant to invest in new designs. There is a need for new programmes that enable the inflow of fresh investments and emergence of new entrepreneurs into the handloom sector.

3.16.4 Design improvements

While there are suggestions that handloom sector should increase its design in respond in changes in the market, the bottlenecks are many. The lack of change is not due to the weaver not being amenable to change, as is bandied. Rather, it is due to
unwillingness of the investor to take risks and provide incentive to weavers for effecting the change.

3.16.5 Market for products

Handloom products require more visibility. This means better and wider market network. One-off exhibitions organised with the support of government do not suffice presently, handloom products are available only in few places. An umbrella market organization, autonomous and financed by the government initially should be formed to undertake this task, financed by the sales of the handloom products.

3.16.6 Patenting

Handloom designs/varieties are not protected. As a result, investors are not interested lest they end up with the risk and those who copy the benefits. Protection options include development of handloom/silk/jute marks and registration under Geographical Indications Act.

3.16.7 Cooperative system

While cooperatives do help in maximizing the benefits for weavers in the entire chain of production, their present condition is a cause of concern. The handloom cooperative system is riddled with corruption and political interference. Many handloom weavers are not members of these cooperatives. Government departments have to stop using them as primary sources for routing government funds and schemes. Cooperatives have to become independent of district level government officers in terms of management and decision-making.

3.16.8 Free Export/Import Trade - Opportunity

Post the WTO Agreement on Textile Clothing, there is going to be more free export and import of textiles. The handloom sector, as a traditional area, can claim some special packages or discriminatory measures, to protect this kind of production. Options and policy measures need to be worked out either by independent institutions or the government.
3.16.9 **Budget allocations**

Allocations for handloom in national and state budgets are being reduced. This has to be reversed. Budget has to be increased with new schemes, which address the problems of the sector, in view of the linkage and the need to protect rural employment.

3.16.10 **Intermediaries (individuals/institutions)**

Government has created a few research, training and input institutions to help the handloom sector. These institutions include weaver service centres, institutions of handloom technology, NIFT, etc. But their performance has been below par and then presence has not helped in obviating the problems of handloom weavers.

3.16.11 **Enhancement of Value**

There is a need for enhancing the value of handloom products through utilisation of organic cotton and organic yarn, application of natural dyes and by increasing the productivity of the looms through research and innovation.

3.16.12 **Competition:**

Competition is now uneven, with mill and power loom sector getting subsidies in various forms. Secondly, unfair powerlooms have been undermining handloom markets by selling their products as handloom.

3.16.13 **Issues of Wages, Employment and Livelihood**

Wages have not increased in the last 15 years. Some sections of handloom weavers are living in hand-to-mouth conditions, with no house or assets. These issues need to be addressed by the government; at least effectively implement the Minimum Wages Act.30

3.16.14 **Credit needs**

The credit facilities currently available to weavers are far from adequate. Even those made available through co-operatives rarely reach the sections for which it is intended. This is because master weavers control a number of co-operatives and tend to corner a substantial proportion of institutional credit. As indicated earlier, the majority of weavers are to be found outside the co-operative fold, weaving usually for master
weavers or on their own. The credit needs of this sector have remained unaddressed. The existing situation is one where the local master weaver provides consumption loans and/or advances, which, over time, render the weaver completely indebted to the master weaver\(^3\).

### 3.16.15 Research needs

Extensive research into technological and organizational aspects of the handloom industry is necessary. Rarely have the research needs of the handloom industry been pursued systematically. Research institutes undertaking technical research into each stage of the weaving process, including pre-loom processes are required, since it is in these early stages that the need for technical improvement is most keenly felt. Research and documentation of designs as well as of existing markets also need to be undertaken. The paucity of a reliable database regarding various productive and socio-economic aspects of handloom weavers has also been felt. In fact, an unreliable database has been the bane of the handloom sector. A comprehensive collection of data on handlooms covering all aspects of the industry should be immediately initiated not only through official machinery but also with the help of weaver organizations and responsible non-governmental organizations\(^3\).

### 3.17 MANAGEMENT AND DEVELOPMENT OF HANDLOOM INDUSTRY IN GOVERNMENT SECTOR

To strengthen the handloom industry which provides livelihood to millions of people and make it self-sufficient and viable so that affording means to the poor weavers to attain socio-economic sustenance the Government of India has taken strategic measures. It is true, for any industry to be prosperous and gain prospects, efficient management under eminent managerial personale is highly essential to implement distinguished developmental strategies perfectly. In this view the Government of India has formed a separate ministry known as ‘Ministry of Handlooms and Textiles’.

Under the control of Ministry of Handlooms and Textiles, two different developmental Commissionerates are formed to take care of both handlooms and textiles in India. These commissioenrates formulate all schemes for the development of
handlooms and textiles and implement through the state governments and all India establishments such as National Handloom Development Corporation (N.H.D.C.), Handicrafts and Handloom Export Corporation (H.H.E.C.), Handloom Export Promotion Council (H.E.P.C.) and All Indian Handloom Fabric Marketing Co-operative Society, Weavers Service Center and Indian Institute of Handloom Technology (IIHT) etc.,

All these co-operative societies are under the State Governments and the Central Government also helps in the necessary activities.

In the society each and every member should contribute some finance or capital. By that, each member will get the share of the society. The entire share holders will have equal rights to get their shares. There are various forms of co-operative societies in the Handloom Industry such as:

- Primary Handloom Weavers Co-operative Societies
- Industrial Weavers Co-operative societies
- Regional Weavers Co-operative Societies
- State (Apex) Handloom Weavers Societies.

3.17.1 Development Supports

(a) Housing Schemes

The managements of Handloom Industry in the State and Central Governments are helping to assist and formulating the beneficial schemes to the Handloom Societies. The Housing Schemes are implemented through the respective societies only. The weavers having their houses as huts are not able to put the looms and raw materials which are required for weaving due to lack of place. The State and Central Governments are providing the financial help to build their houses or rooms which can provide sufficient accommodation to keep the loom and raw materials required for weaving.

(b) Finance

There are several types of financial help from the State and Central Governments and Central Government Cooperatives like N.C.D.C and Banks.
Banks also provide helps for the societies and also for the famous exporters and manufacturers of production units in any aspects. The weaver's co-operative societies get help from the societies in several methods, such as every weaver as a member of the society has to give some amount of money towards "Share capital" which can be used in any emergency cases.

For the purchase of looms, societies help the weavers through the support of state governments. The society will help them by providing more time for repaying of the given money.

On one side the society and Master weavers will help the weavers and on the other side, Bank helps (RBI) by giving loans on subsidy.

(C) Technical

This support is given by the Weaver's Service Center, Indian Institute of Handloom Technology and National Handloom Development Corporation etc. The weaver’s service centre is rendering its service to the poor handloom weavers in every aspect.

(D) Institutional

1) **Training:** There are several training schemes for the development of handloom industry in every aspect. Among all the training schemes, one of the important schemes is to provide training at Indian Institute of Handloom Technology.

2) **Financial and Promotional Support:** The institutions providing financial and promotional support to handloom industry can be classified as banks, National Co-operative Development Corporation (NCDC), Central and State Governments. The Reserve Bank of India has first started the Scheme of handloom finance on 1st April, 1957. Since then, the RBI has been providing credit facilities to the primary and apex weavers’ co-operative societies.

3) **Marketing Organisations in Handloom Sector:** Marketing of cloth stands next only to agriculture products. The marketing of handloom fabrics has an important
role in the socio-economic importance of the Handloom Industry. The handloom co-operatives and other organisations marketing the handloom products play and important part in the sale of handloom cloth. The marketing of handloom cloth is done by weavers themselves, master weavers, traders, co-operative societies and also by marketing organisations like Apex weavers co-operative societies, handloom houses of Apex and all India Handloom Fabrics Marketing Co-operative Societies, and sales and showrooms of Handicraft and Handloom Export Corporation etc., Further there are also organizations directly or indirectly supporting the marketing facilities of Handloom Fabrics both for domestic and Export purposes (N.H.D.C., H.E.P.C., and ACASH etc.,)

4) **Primary Weavers Co-operative Society:** The primary weavers co-operative society which itself is an organization primarily established for the benefit of Handloom weavers. Though the main activity of this society is the production but it also under take the marketing of Handloom Fabrics produced by the members.

5) **Regional and Apex Weavers Co-operative Society:** There are co-operative societies which are established in the name of Regional and Apex weavers’ co-operative societies. The produced cloth is marketed by these organisations by establishing sales emporium where ever necessary.

6) **All India Handloom Fabric Marketing Co-Operative Society:** The Government of India felt the need for a national level organization to provide much wider marketing base, flexibility and pattern to strengthen the arrangement for marketing of handloom materials. It was in the year 1955 that All India Handloom Fabric Marketing Co-operative Society was registered in Bombay. The main objective of the all India handloom society is to support, protect, maintain, increase and promote sales of handloom cloth and also to organize and develop markets for handloom products within the country and abroad.

7) **Handicrafts and Handloom Export Corporation of India:** The (HHEC) Handicrafts and Handloom Export Corporation of India Limited was set up in 1962
as an undertaking of the Government of India for trade development by catalyzing exports of Handicrafts and Handloom Products and Products of village industries.

8) **Association of Corporations and Apex Societies for Handlooms (ACASH):** It is a registered society. It serves as a nodal agency for supply of handloom products to the Central Government Departments/Agency and also under takes programmes relating to market development and promotion of handloom products.

9) **National Handloom Development Corporation (NHDC):** National Handloom Development Corporation was established in 1983 to render every possible service to the handloom sector with the objectives of higher productivity, better quality and increase earnings for the poor weavers.

   The corporation is involved in various commercial and development activities to promote the handloom industry like organising exhibitions on the dissemination of appropriate technology, holding national level seminars, establishing market level complexes, organizing training programmes, publicity campaigns, modernisation of looms and introduction of new methods of special dyeing and printing of wool, silk, cotton and jute etc.,

10) **The Handloom Export Promotion Council (HEPC):** The handloom export promotion council was constituted in 1966 by government of India as the nodal agency for export promotion efforts related to the cotton handloom textile sector. The H.E.P.C. provides to its members a wide range of services.

11) **Marketing Development Assistance Scheme (M.D.A.):** The marketing development assistance scheme was introduced from the financial year 1989-90. This scheme has been introduced to extent assistance to handloom Apex, primary co-operative societies and also to the handloom development corporation. This scheme is a replacement of existing special rebate scheme.
In the Textile Policy of 2000, to make the Handloom industry capable of surviving in a globally competitive world, emphasis was given on encouraging and assisting excellence in craftsmanship in order to carve out a niche on exclusivity of design and product and for this purpose, on the provision of skill upgradation, technological improvement, product development and marketing. After the removal of restrictions on imports as per the W.T.O. obligations, the Handloom sector has seen erosion of fiscal protection by removal of the excise exemption in favour of handloom sector and putting it at par with the Powerloom and Mill sectors since the excise duty on yarn was abolished for all sectors.

Looking at the aforesaid situation, it has been felt that cluster approach for the development of handloom sector where all the needs of the cluster are met would be an ideal solution to the travails of this sector.

3.18 PROMOTION AND DEVELOPMENT SCHEMES OF THE HANDLOOM SECTOR

Handlooms constitute a timeless facet of the rich cultural heritage of India. The element of art and craft present in Indian Handlooms makes it a potential sector for the upper segments of market domestic as well as global. Handloom forms a precious part of the generational legacy and exemplifies the richness and diversity of our country and the artistry of the weavers. Tradition of weaving by hand is a part of the country’s cultural ethos. Handloom is unparalleled in its flexibility and versatility, permitting experimentation and encouraging innovation. Innovative weavers with their skilful blending of myths, faiths, symbols and imagery provide their fabric an appealing dynamism. The strength of Handloom lies in introducing innovative design, which cannot be replicated by the Powerloom Sector.

However, the sector is beset with manifold problems such as obsolete technologies unorganized production system, low productivity, inadequate working capital, conventional product range, weak marketing link, overall stagnation of production and sales and, above all, competition from power loom and mill sectors. As a result of effective Government intervention through financial assistance and
implementation of various developmental and welfare schemes, the handloom sector, to some extent, has been able to tide over these disadvantages.

3.18.1 Schemes

The Office of the Development Commissioner for Handlooms, since its inception in the year 1976, has been implementing various schemes for the promotion and development of the handloom sector and providing assistance to the handloom weavers in a different of way. Some of the ongoing major schemes are discussed hereunder.

1. Deen Dayal Hathkargha Protsahan Yojana (DDHPY)

The Deen Dayal Hathkargha Protsahan Yojana (DDHPY) has been launched to provide assistance to the handloom weavers in an integrated and comprehensive manner. The scheme was launched on 01.04.2000 and continued till 31.03.2007. During the Eleventh Plan period, it is proposed to provide a budget of Rs.700.00 crore for DDHPY. The scheme aimed at taking care of a wide gamut of activities such as basic inputs like looms and accessories, working capital loans, product development, infrastructure support, institutional support, supply of equipments and marketing support both at micro and macro levels to the handloom organisations.

2. National Centre for Textile Design (NCTD)

The National Centre for Textile Design was set up in January 2001 in Handloom Pavilion, Pragati Maidan and New Delhi to promote traditional and contemporary designs to enable the textile industry, particularly the Handloom Sector, to be responsive to the rapidly changing market demand.

Objectives of the Scheme

1. To link weaver to the market and provide him with adequate tools to respond to the rapidly changing market situation and demands.
2. To link all people belonging to the textile industry with the developments in each others fields.
3. To give weavers, workers and designers greater exposure and access to national and international markets thereby giving them a better livelihood and avenues for more sustainable development.

3. Input Support

Handloom sector is largely dependent on the organised mill sector for supply of its principal raw-material, namely yarn. This sector uses the bulk of its yarn in the form of hanks. The Central Government ensures regular supply of yarn to the handloom sector by enforcing the order (hank yarn packing notification) by making it obligatory on the spinning mills to pack a prescribed percentage of the yarn produced by them in hank form.

4. Mill Gate Price Scheme

The Scheme was introduced in 1992-93 with the objective of providing all types of yarn to the handloom weavers’ organizations at the mill gate prices. National Handloom Development Corporation (NHDC), a Government of India undertaking is the only agency authorised to implement the scheme. The scheme benefits the following organisations and their member weavers.

1. All Handloom Organisations of National/State/Regional/Primary level. Handloom Development Centres;
2. Handloom producers/exporters/manufacturers registered with the Handloom Export Promotion Council (HEPC) or any other Export Promotion Council under the Ministry of Textiles, or with the State Directors of Industries, as the case may be;
3. All approved export houses/trading houses/star trading houses for production of handloom items;
4. Members of recognized/approved handloom associations;
5. NGOs fulfilling CAPART norms; and
6. Any other agency with the approval of the Development Commissioner for Handlooms.
5. Credit

For the working capital requirements of the Weavers’ Cooperative Societies (WCS) and State Handloom Development Corporations (SHDC) for production, procurement and marketing, purchase and sale of yarn, National Bank for Agriculture and Rural Development (NABARD) provides refinance through State Cooperative Banks (SCB), District Central Cooperative Banks (DCCB) and Commercial Banks at concessional rates of interest. The National Scheduled Castes and Scheduled Tribes Finance and Development Corporation, National Backward Classes Finance and Development Corporation, National Minorities Finance and Development Corporation also provide working capital loans to the Weavers identified communities.

6. Weavers’ Service Centre (WSC)

At present, 25 Weavers’ Service Centres are functioning under the Office of the Development Commissioner for Handlooms and they play a vital role in conducting research and development, in imparting training to weavers to upgrade their skill and increase productivity. They have been instrumental in evolving new designs and reviving traditional designs. The WSCs primarily render extension services, which involve transfer of design inputs, skills and technology evolved to the weavers at their cottages.

7. Indian Institutes of Handloom Technology (IIHT)

The Indian Institutes of Handloom Technology provide qualified and trained manpower to the handloom sector and undertake experimental and research programmes on all aspects of the handloom industry. There are four IIHTs at Varanasi, Salem, Guwahati and Jodhpur in the Central Sector and two IIHTs at Venkatagiri (AP) and Gadag (Karnataka) in the State Sector.

8. Design Development and Training Programme

To have a holistic and integrated approach to design development and skill upgradation in the Handloom Sector, a comprehensive “Design Development and Training Programme” has been formulated during X Plan by merging various schemes including “Decentralised Training of Weavers Scheme” and “Design Exhibition-cum-Dyeing Workshop” of the IX Plan.
9. Design Workshop Exhibition-cum-Dyeing

The WSCs have been organizing Design Exhibition-cum-Dyeing Workshops since 1995-96 with a view to create awareness in the weavers’ clusters about the service available in WSCs and to impart training in dyeing techniques and design development. Design Exhibitions-cum-Dyeing Workshop is organized in the handloom clusters by Weavers Service Centres to promote and propagate modern dyeing techniques besides making available designs at the doorsteps of the weavers.

10. Integrated Handloom Training Project (IHTP)

In pursuance of the then Prime Minister’s announcement on Independence Day 2002, an “Integrated Handloom Training Project (IHTP)” has been introduced for comprehensive skill up gradation of weavers and workers working in the Handloom Sector. The Scheme has been circulated to the States on 19.12.2003 for implementation.

11. Works-cum-Housing Scheme for Handloom Weavers

The Government of India introduced a Centrally Sponsored Scheme called “Workshed-cum-Housing Scheme” for handloom weavers from the beginning of VII Plan (1985 – 86). The scheme is being implemented primarily for providing suitable work place and dwelling units for providing better working environment to the weavers. The respective State Handloom Development Corporations, Primary Societies or any other specialized agency set up by the concerned state Government for execution of such projects, are implementing the scheme.

12. Weavers’ Welfare Scheme

The Government of India is implementing ‘Weavers’ Welfare Scheme’ with the Health Package, Thrift Fund and New Insurance for handloom weavers. During 2005-06, in pursuance of the Budget Announcement of 2005-06 made by the Hon’ble Finance Minister, a Health Insurance Scheme for handloom weavers has been introduced by the Government of India in place of the earlier Health Package Scheme. The details of these schemes are as under:
(i) Health Package Scheme for Handloom Weavers

The Health Package Scheme was introduced in March 1993. Under this scheme, the weavers are to be provided financial assistance for the treatment of disease like asthma, tuberculosis and inflammation of respiratory system, cost of testing of eyes and spectacles, supply of drinking water, maternity benefits to women weavers, payment of additional compensation for permanent measures of family planning and infrastructure for the primary health care.

(ii) Thrift Fund Scheme for Handloom Weavers

The Thrift Fund Scheme for Handloom Weavers was introduced in the VII Plan as one of the special welfare measures from the Government of India. The Scheme envisages creation of a fund in the nature of a provident fund to meet expenses towards their children’s education, marriages, and religious ceremonies. As per the present funding pattern, 8 per cent of the wages are contributed by the weavers, and 4 per cent each by the Central and State Governments.

(iii) New Insurance Scheme for Handloom Weavers

The New Insurance Scheme was introduced in 1997-98 for providing coverage against loss or damage to dwelling due to flood, fire, earthquake etc. damage to contents of the dwelling like looms, raw material etc., medical coverage and personal accidental insurance against accidental death at a premium of Rs. 120/- per annum, with a contribution of Rs. 20/- by the weaver, Rs. 40/- by the State Government and Rs. 60/- by the Government of India.

13. Handloom Export Scheme

The importance of the handloom sector in the national economy is well recognized. This sector has the potential to contribute towards export earnings in a big way. Export of handloom products has therefore been identified as a “Thrust Area” for the overall development of the sector. The Government is exploring the possibility of making optimal use of the resources to enhance production capabilities of exportable handloom products.
To give impetus to the export of handloom fabrics, made-ups and other handloom items, a scheme under the name of “Handloom Export Scheme” has been under operation during X Plan. The scheme covers development of exportable products, publicity of the products and the international marketing thereof. The financial assistance under the scheme is extended to the eligible National and State Level Handloom Corporations, Apex Cooperative Societies and Primary Handloom Weavers Cooperative Societies. Private Handloom Exporters are also assisted under the scheme only through Handloom Export Promotion Council (HEPC).

14. The Handloom Export Promotion Council

It was registered under the Companies Act, 1956 and was constituted in 1965 by the Government of India as the nodal agency for export promotion efforts related to the cotton handloom textiles. The Handloom Export Promotion Council provides to its members a wide range of services which, interalia, include –

- Dissemination of trade information and intelligence;
- Publicity abroad for Indian handloom products;
- Organization of business missions/buyer seller meets and participation in international trade events;
- Consultancy and guidance services for handloom exporters;
- Liaison with the Government of India on all procedural and policy matters relevant to the handloom export trade;
- Dealing with trade complaints pertaining to handloom exports;
- Liaison with the commercial agencies abroad for augmentation of handloom exports;
- Facilitating product diversification and adaptation to meet modern market requirements;
- Providing impetus to modernisation of handlooms for the export market; and
- Provision of design inputs to promote export of handloom products.
15. Marketing Promotion Programme

To provide marketing support to handloom agencies and the individual weavers, the office of the Development Commissioner for Handlooms assists the State Government in organizing National Handloom Expos/Special Expos, District Level Events, Craft melas etc. in different parts of the country. For this purpose, financial support is provided to the implementing agencies as recommended by the State Government towards infrastructure, publicity etc. These activities are supportive to the handloom agencies, weavers and also the consumers as it provides them an opportunity to purchase the handloom products of various states.

The emerging need for a brand identity in respect of Indian Handlooms has been recognized at various fora as it enhances the economic value of the product and fetches good income and sustained employment to the weaver. A Handloom Mark on the lines of Silk Mark and Wool Mark is to be introduced soon, so that handlooms could be promoted as branded products.

16. Implementation of Handlooms Act, 1985 (Reservation of Articles for Production)

The Handlooms (Reservation of Articles for Production) Act, 1985 aims at protecting millions of handloom weavers from the encroachment by the powerloom and the organized mill sector. At present eleven categories of textile articles are reserved under the provisions of the Act vide Handloom Reservation Order No. S.O. 557(E) dated 26.07.96 as amended vide Order No. S.O. 408(E) dated 02.06.99 and S.O. 405(E) dated 25.04.2000.

17. Research and Development

The Handloom industry is the most ancient cottage Industry in India. Its preservation for posterity will ensure continuation of our cultural heritage.

Hence, undertaking research and development in the handloom sector is very essential in order to have a regular system of feedback on economic, social, aesthetic, technical and promotional aspects of handloom sector with the help of expertise of
reputed Research Institutes and other professional/voluntary organizations, Non-Governmental Organizations registered under any of the statutory Acts, Universities, IIHTs/WSCs having basic infrastructural facilities to effectively implement the scheme through studies, need based survey, Research and Development etc. In the X Plan the Research and Development Programme is one of the components under the comprehensive plan schemes namely Design Development and Training Programme (DDTP).

18. Association of Corporations and Apex Societies (ACASH)

The Association of Corporations and Apex societies of Handlooms (ACASH) is a national level apex organization of the national level, state level and inter-state level handloom development corporations and apex handloom cooperative societies. ACASH was registered in June 1984 as a society under the Societies Registration Act 1860 to coordinate and promote marketing in the handloom sector. Government of India has appointed ACASH as a nodal agency for supply of handloom goods to be purchased by Central Government Departments/Agencies/Public Sector and Undertakings under single Tender (STS). The national and state level handloom corporations and apex societies whose names were notified by the Office of the Development Commissioner for Handlooms, Ministry of Textiles for production and supply of handloom goods through ACASH, are members of ACASH. ACASH is also involved in helping the promotion of handloom exports.

19. All India Handloom Fabrics Marketing Cooperative Society Ltd. (AIHFMCs)

The All India Handloom Fabrics Marketing Cooperative Society Ltd., New Delhi is a National Level Cooperative Society presently governed under the Multi-State Cooperative Societies Act, 2002. The main objective of the Society is to provide marketing services to the handlooms by conducting sales both in domestic and export market. To achieve this objective, the society has set up 24 retail outlets, which are popularly known as “HANDLOOM HOUSES”. The Society had set up Export Houses at Noida, Salem and Chennai and showrooms at Singapore and Mauritius for giving an impetus to marketing of Indian handloom products in the foreign markets.
20. National Handicrafts & Handlooms Museum (NHHM)

The National Handicrafts and Handlooms Museum also popularly known as Crafts Museum, is located at Pragati Maidan, New Delhi. It is a sub-ordinate office under the Development Commissioner for Handlooms, Ministry of Textiles. Its main objectives are to increase public awareness about the India’s ancient traditions of handicrafts and handlooms, to provide an interactive forum for the crafts persons, designers, exporters, scholars and the public and help the craft persons to find a platform for marketing without middlemen and to serve as a resource center for the Indian Handicraft and handloom traditions. Collection, conservation and preservation of crafts specimen, revival, reproduction and development of Art and Craft are the basic activities of the Museum.

21. Scheme for Reimbursement of Onetime Rebate @ 10% Given by the Handloom Agencies on Sale of Handloom Cloth from 2002-2003 to 2004-2005

The Prime Minister had made an announcement on 15.08.2002, that the Ministry of Textiles would earmark a sum of Rs. 100 crores for a one-time special rebate on handloom fabrics to kick start this employment-intensive industry and revive its production cycle.

Accordingly, in February 2004, a scheme for reimbursement of one time rebate @ 10 per cent given by the handloom agencies on sale of handloom cloth during 2002-2003 to 2004-2005 was introduced. However, it came into effect from 15.08.2002. The entire assistance under the scheme is provided by the Central Government.

(A) New Initiatives (Schemes)

During 2005-06, the following new schemes have been introduced for the welfare of handloom weavers.

1. Health Insurance Scheme
2. Mahatma Gandhi Bunkar Bima Yojana
3. Integrated Handloom Cluster Development Scheme
1. The Health Insurance Scheme
In pursuance of the Budget Announcement of 2005-06 made by the Hon’ble Finance Minister, a Health Insurance Scheme has been introduced by the Government of India on 03.11.2005 in place of Health Package Scheme for handloom weavers. The scheme aims at financially enabling weaver’s community to access the best of healthcare facilities in the country. The scheme is to cover not only the weaver but his wife and two children at a total premium of Rs. 1000.00 per annum. Out of an annual premium of Rs. 1000.00 Rs. 800.00 will be contributed by the Government of India and Rs. 200.00 by the weaver. The annual coverage/benefits will be Rs. 15,000.00, per family, out of which OPD cover will be Rs. 7,500.00. The scheme is being implemented through ICICI Lombard General Insurance Company.

2. The Mahatma Gandhi Bunkar Bima Yojana
In pursuance of the announcement made by the then Prime Minister, the Government of India has been implementing the Bunkar Bima Yojana for handloom weavers since the year 2003-04. During 2005-06, the Government of India has introduced a modified Bunkar Bima Yojana called “Mahatma Gandhi Bunkar Bima Yojana (MGBBY)” in pursuance of the Budget announcement made for the year 2005-06 by the Hon’ble Finance Minister.

MGBBY was launched on 02.10.2005, with the objective of providing enhanced insurance coverage to the handloom weavers in case of natural as well as accidental death. The scheme is implemented through the Life Insurance Corporation of India. The annual premium under the scheme is Rs. 330.00 per weaver, out of which Government of India’s share is Rs. 150.00, weaver’s share is Rs. 80.00 and the LIC’s share is Rs. 100.00. Under this scheme, the sum assured is Rs. 50,000/- for natural death and Rs. 80,000/- for accidental death.

3. Integrated Handloom Cluster Development Scheme
The Government has introduced the cluster development approach for the production and marketing of handloom products under which 20 clusters have been identified in the first phase with a provision of Rs. 40.00 crore. The scheme titled
“Integrated Handloom Cluster Development Scheme” has been introduced as a new Central Sector Scheme from 2005-06.

4. Apparel/Textile Parks for Exports and Handlooms

A central government sponsored scheme titled “Apparel Parks for Exports” has been formulated with a view to involve State Governments in promoting investments in the apparel sector. The scheme is intended to impart focused thrust to setting up of apparel manufacturing units of international standards at potential growth centres and to give fillip to exports in this sector so as to achieve the target of Rs. 1,25,000 crore by 2010 as envisaged in the National Textile Policy, 2000 (NTXP-2000).

Under this scheme the State Government or an undertaking sponsored by the state Government (the designated agency) will provide land free of cost for establishing the park of sufficient size. As per the guidelines, the size of an apparel park may be approximately 150 – 250 acres, but can vary. The location of the apparel park will be such that it is conducive to the establishment of state-of-the art manufacturing units in terms of its access to ports, airports, rail heads etc., availability of raw-materials and the general level of infrastructural facilities available. Government will provide infrastructural facilities like power, water, roads (including approach roads to the park), sewerage and drainage, telecommunication and other facilities for the park. Such facilities shall be of high standards to ensure that the units established in the park are able to function efficiently.

The park will have garment manufacturing units with each unit having at least 200 sewing machines. The park would especially aim at integrated units. It would provide employment to at least 20,000 persons when it becomes fully operational. The park could have the ancillary units like the units like processing or washing units to bring more value addition to the garments manufactured. The State Government will also take the initiative in providing flexibility in labour laws in these clusters. The Central Government will give as a grant 75 per cent of the capital expenditure incurred by the State Government on the infrastructural facilities of the Apparel Park, while the remaining 25 per cent will be borne by the agency. Guidelines for the establishment of the Park include its potential to
attract investments, employment generation, upgradation in technology, additionally to exports and creation of labour productive environment.

Government feels these institutions are enhancing the quality and effectiveness of skills and also creating right atmosphere for the Apparel Export Park. Obviously, these Parks are meant for export-oriented manufacturing and production. It can be clearly understood that these for only for apparel industry and not for the benefit of handloom sector. Governments should take interest and improve the infrastructure facilities in these centres to encourage handloom exports 33.

3.19 INCENTIVES GALORE


On the basis of the report of the Experts Committee the A.P government has announced a policy to promote textile and apparel parks, through GO Ms. No. 300, dated 8th November, 2005.

AP Textile and Apparel Promotion Policy 2005 – 2010 is a hotchpotch of promises and incentives–while the promises are for suffering handloom weavers, incentives are for the organized textile industry. There are many new initiatives in this policy:

- For the first time, government has accepted that powerlooms can also supply livery cloth to government departments.
- Diversion of handloom officials to provide services to the private Parks and industries is now official.
- This policy endorses the AP Vision 2020 document, developed by the previous Telugu Desam government, according priority to textiles/apparels.
- Appointment of consultants to promote exports. While the governments have been trumpeting that their capacity in markets is limited, it is important to know that they are willing to appoint consultants to help the exporters.
- Government would invest an amount of Rs.100 crore to create employment.
- Government would develop infrastructure and construct roads, effluent treatment plants and install capacity for garment manufacturing in the Apparel Parks.
- Government would provide infrastructure grants to all spinning units at the rate of Rs. 1,000 per worker, training incentives of Rs.5,000 per worker employed for all units in the Parks and other stand alone units as well. One can see the extension of public-private partnership to its logical end - aggrandizement.
- Garment production capacity to be enhanced 1000 fold. For this to happen, all garmenting units would be provided power subsidy of Rs. 1 per unit.
- Government would provide free of cost land to all the units in the Parks, to provide housing for the workers at the rate of 1 acre per 1000 workers.
- Government would reimburse 100 per cent stamp duty, transfer duty and registration fee for all units in the Parks.
- Government would relax all land regulations-zoning, conversion fee, etc. It would provide water and power at doorstep of the units-they need not pay anything.
- Government will notify all Parks as public utility services and Essential Services Maintenance Act (ESMA) would be made applicable to the Textile and Apparel Parks to provide facility of engaging works beyond the normal work hours.
- Consultants would be paid incentive of 1 to 2 percent on the investment brought in by them. Companies which employ a minimum of 200 and more workers will be paid an amount of Rs. 150 per worker employed\(^\text{34}\).

Thus, this chapter presents the progress of handloom in historical perspective besides its status and growth in the present scenario. Further the developmental measures and activities that have been taken up by the government through out the eleven five year plans are also discussed. Various developmental programmes and welfare schemes have also been implemented. However, despite the initiatives taken up by the government, the handloom industry is in dormant and that the poor weavers are leading miserable lives and their state is devastating. Panicked with the miseries they are forced to commit suicides.
To acquire a comprehensive understanding on the devasting condition of the industry and the grave causes for the miseries of the weavers an in-depth study has been carried out on the processing of handloom weaving, pre-weaving and post-weaving activities, structural and organisational problems which include the problems of weavers and problems in getting raw material etc. It is understood that these problems cripple the progress of handloom industry and making the weavers to lead a life of penury.

REFERENCES:


22. Sudhakar Rao et ah, 1990, for a study on employment and livelihoods in seven very different weaving centres in Andhra Pradesh.
27. India Crafts, Last Updated: 24 November 2006.


